FARMEQUIPMENT

SECTION OF

SOUTHERN HARDWARE

MARCH

806 Peachtree St., N. E., Atlanta 5, Georgia

1950

SOUTHERN STREAM

HIGH CARBON TRACTOR SWEEPS AND STEELS





In addition to the shapes shown above we can furnish other patterns of sweeps and blades in general use.

Look for the red stripe—it's the mark of quality merchandise we have been making since 1853.

SOUTHERN PLOW COMPANY

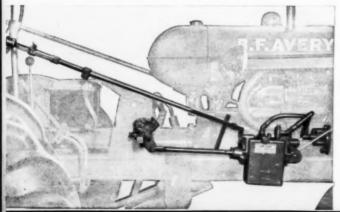
COLUMBUS, GEORGIA



TRACTOR COSTS

and do better, faster, tractor farming, too!

The Avery Model "A" Tractor is proving it every day! . . . It has all the power you need for two-plow farming without a single pound of useless weight! . . . That means savings in fuel which you have never thought possible! . . . The Avery "A" pulls two 14-inch bottom with perfect ease on about a gallon of gas an hour and with corresponding savings in other draw bar, belt and power-take-off work! . . . It's the only tractor with free-floating mounted implements which are unaffected by tractor movements and do a job unmatched by more expensive big-fuel-consuming, soil-packing tractors. . . . And the exclusive Avery automatic depth control keeps your plow at just the depth you want on even the roughest field! . . . But actions speak louder than words. . . . Ride an Avery "A". . . . You'll be surprised how much it does . . and how well it does it on so little fuel! . . . B. F. AVERY & SONS CO., Incorporated, Louisville, Ky



CUTS OPERATING COSTS STILL FURTHER

The Avery "A" is the first farm tractor equipped with the war-proven High-Pressure Hydraulic Pump which gives you several times the power needed to control depth and lift of implements. . . . It's a permanent attachment on every Avery "A" Tractor and assures you easier, faster handling and longer, more dependable service . . . A push of control button lowers implement to ground gently to avoid damage a pull of the button raises it to full height. . . . No hose connections . . no bothersome couplings. . . . Power used only for lifting and lowering. . . . Still more savings in fuel and time!

AVERY MODEL A TRACTOR

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"It is imperative for the retail farm equipment dealer who expects to stay abreast of the times to maintain, or have access to, a service department." At left is the unit overhaul room of the shop, containing more than \$13,000 worth of special equipment. Below: James A. Hill, Jr., emphasizes that a capable service manager often represents the difference between profit and loss in the shop

OPERATING A SHOP FOR PROFIT

No: 1 IN A SERIES

By James A. Hill, Jr.
Hill Machinery Company
Alice, Texas

In our experience there are a great many factors that contribute to the profitable or unprofitable operation of the farm equipment dealer's shop. But perhaps the most influential factor is the relation of the dealer's investment in shop facilities, equipment and tools, to his potential truck, tractor and farm equipment service business.

It has been my observation that some shops operate on a losing basis because the investment in facilities and personnel is not sufficient to accommodate the business available, and this business goes elsewhere. Other shops are top-heavy in the matter of investment in its relation to business potential, or are inefficiently managed, and consistently show a loss.

Only by making a survey of his trade territory can a dealer determine accurately whether he should invest from \$2 a square foot to \$10 a square foot in

quarters and equipment for the service department. Some shops are incapable of showing a profit, because they lack both equipment and talent, while other shops have equipment and talent too expensive for the territory.

In a general sense, it is imperative for the retail farm equip-

THIS is the first in a series of articles dealing with farm equipment service and the problems involved in the profitable operation of the shop. James A. Hill, Jr., author of this article and one to follow in April, can speak with authority on this subject because of his wide experience in the field. Mr. Hill, who operates a highly successful dealership in Alice, Texas, is a past president of the Texas Hardware and Implement Association. Later articles in the series will consider actual service problems and operations and will be written by Pat Chrisman, service manager of the company



ment dealer who expects to stay abreast of the times to maintain, or have access to, a service department. The manufacturing industry expects it and, in many cases, demands that the dealer have an adequate service department. Also, the retail customer is entitled to this service, especially with the precision adjustments now so necessary to insure the most economical use from a motor or machine.

Naturally, a dealer operating in a territory where a substantial amount of horse or mule-drawn equipment is still in use would not make a heavy investment in his shop. Too many of the farmers in such a territory can, and do, mend their own equipment.

Nor would a dealer, whose customers' principal demand is service on tractors, require equipment or talent necessary for precision work on heavy trucks such as are serviced, for example, in an oil field territory. By the same token,

FARM EQUIPMENT SECTION of Southern Hardware for MARCH, 1950

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Hill Machinery Co. has adequate space for all departments. Survey of territory determined this requirement.

an excellent tractor mechanic may not be a satisfactory heavy duty truck mechanic.

Knowing all this to be true and necessary, a dealer can, nevertheless, lose the accumulations of a lifetime by not first making a survey of his trade territory. He should take into consideration the potential truck, tractor and farm equipment service, and the percentage of each, required by the surrounding territory. This should be done so that shop equipment can be purchased wisely and the proper amount of floor space allocated to each type of equipment and each type of service.

Should the doors to the shop be big enough to admit big tractor trailers? Or will 75 percent of the service be on tractors? Those are some of the questions for which the answers determine type and size of building, type and amount of equipment, and type and cost of personnel. A careful survey produces information that enables a dealer to answer those and many other questions, and intelligently fix his shop investment so that he can operate at a profit.

Another decision made from the information a dealer gets from a survey of potential is on the type of man to select for service manager.

Regardless of the character of service work that constitutes most of a dealer's volume, experience in our shop has indicated that the post of service manager must be filled by a very high-type and capable man. For in a number of respects the service manager represents the difference between profit and loss in the shop.

He must be good at selling himself, his company, and its service department to customers and prospective customers.

He must thoroughly understand the equipment he expects to service and the shop equipment required, so he can instruct and direct the men under him as to how best to complete a job that will give the best of service.

That kind of shop efficiency makes profit, because it creates repeat business, and repeat business is what pays dividends and helps build shop profit. A service manager of character and ability, who is honest in his dealings, will quickly earn the respect of both his men and his customers, thus stimulating repeat business.

Another important faculty in a service manager is the ability of business management, and he must understand his responsibility to make the proper return on shop investment. His buying ability and knowledge of equipment and supplies are highly important.

Man Hour Profits

But most important of all in a service manager is the talent for buying man hours from his mechanics and selling them at a profit. By doing this, he operates the shop on a profitable basis and maintains satisfied customers. Unless he turns over mechanics' man hours at a profit, the shop will surely fold.

It is not so difficult to sell man hours at a profit, but it is often difficult for a service manager, unless he has high managerial ability, to show that profit and, at the same time, keep customers satisfied. Where some fail in this department is in the matter of estimating a repair job.

A really successful service manager will follow a definite policy and procedure in quoting a customer the price of a repair job. Once quoted, that price remains indelibly in the customer's mind. But many times the final invoice price is more than the original estimate, which is the result of careless, or incorrect, estimating practice.

On many such occasions a customer is made disagreeably unhappy, or lost altogether. In many instances the company must make an adjustment, thus losing money instead of making a profit, and losing with it, perhaps, the good will of a customer.

Another responsibility of the service manager is administration of a sound credit policy. And it is equally the responsibility of dealers to install such a policy.

A service department may have the finest quarters, the best equipment available, and a staff of outstanding mechanics. But if management fails to install a sound credit policy for the service manager to follow, then that company will be in more trouble than if it tried to operate without a service department.

By a sound credit policy is meant, first, a 30-day charge or credit list, kept up to date, of names which, experience has shown, are good credit risks, paying their bills on receipt of invoice or statement.

Such a list, of course, would cull out those who, instead of using a bank, use your company as a means of financing their operations. A bank loans money after a customer's ability and desire to pay it back have been checked. Before the money leaves the bank, the customer must sign a note. This note has a due date and interest rate plainly specified thereon.

(Continued on page 126)

Men and Machines That Help Maintain International Harvester Leadership



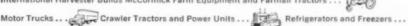
This big fatigue-testing machine at IH Manufacturing Research can pinpoint a 300,000-pound-persquare-inch load on a spot the size of your thumb. It gives IH parts and assemblies a lifetime of abuse in just a few hours.

Here this giant mechanical muscle is pictured twisting and straining a track link used on International crawler tractors. This type of torture goes on hour after hour . . . day after day until the toughest steel fails. Electronic devices plot the test findings on paper-not only record the time of failure but the metal's death struggle.

Fatigue testing of metals, parts, and assemblies helps International Harvester build longer life into farm equipment. The 250 technicians at IH Manufacturing Research work with product engineers and production men in IH factories. Together they conduct a never-ending search for "a better way" that helps to keep International Harvester at the head of the farm equipment parade.



International Harvester Builds McCormick Farm Equipment and Farmall Tractors . . .





AL HARVESTER

Chicago 1, Illinois

FARM EQUIPMENT SECTION of Southern Hardware for MARCH, 1950

Because of their familiarity with farm problems, mechanics are a natural choice for sales training

By C. Thomas



N THE sales-training program operated by the Houston Power Equipment Company of Houston. Texas, the primary source of sales personnel, experienced in the equipment field, is the company's staff of mechanics.

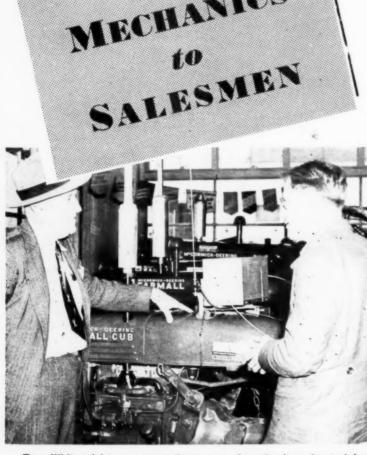
"All of our salesmen started with us in the shop, working as mechanics," said S. M. White, Jr., vice president and manager of the dealership. "This gives them an invaluable background in dealing with farmers."

But the plan has deeper implications. The company is aware of the fact that the average farm customer places little confidence in strange salesmen. However, if the salesman who knocks on a farmer's door has established his friendship and dependability previously through servicing the farmer's equipment, the job of the salesman is made much easier.

Consequently, the company has as its representatives, salesmen who are familiar with the problems of their farm customers.

"Our shop is an important part of our sales program," said White. "The mechanics hear, at first hand, the farmer's complaints. since this is the one place where grievances always are aired freely. The mechanic who can handle these situations tactfully usually has the makings of a good sales-

But before a mechanic is eligible for consideration for sales (Continued on page 122)



From

MECHANICS

Top: White, right, uses manuals as part of mechanics sales training. Bottom: from farmers, mechanics learn limitations and strong points

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SLICED FOR EASY FEEDING

VENTILATED TO MAKE HAY RICHER... KEEP IT FRESHER

WIRE-TIED FOR BETTER HANDLING, LOADING, SHIPPING

New

Opportunities

for CASE

Dealers

CURES FASTER AND

SAVES MORE NUTRIENTS VITAMINS, MINERALS

MAKES STILL HIGHER QUALITY HAY

THE 1950 CASE SLICER BALER

The only baler that makes ventilated bales is the Case "NCM." Already used by more farmers than any other, it has proved itself the lowest-cost Slicer-Baler to buy and maintain. Now built to make ventilated bales, with auger feed as regular equipment, it commands the broadest market in the baler business.



• Case dealers alone can sell this new means of keeping still higher quality in hay—more feeding value to save grain and concentrates, make more milk and meat at lower cost. For farmers who favor chopped hay, or whose farming system includes corn and hay silage, Case dealers have a fast, simple forage harvester.

Case dealers also have the new Eagle Hitch and Latch-on implements for "VA" Series tractors . . . new hydraulic controls for all twenty tractors . . . new "RH" Series Soil Conservation disk harrows and two new types of offset harrows, all with hydraulic control . . . Self-Propelled combines with built-in hydraulic control . . . header control by remote cylinder for other combines . . . similar hydraulic control for plows, planters, grain drills, forage harvesters.

All are ways to make farming manpower more productive, farming costs lower. All are opportunities for Case dealers to serve better, sell more. All have strong sales appeal, to build sound business in a time that takes strong selling. J. I. Case Co., Racine, Wis,



Believing that farmers like to be "shown," this dealer demonstrates equipment on the farmer's own soil. Results: more sales

Georgia Dealer Sets

TRACTOR SALES RECORD

By L. H. Bugg

DURING the past year, the V. S. Chapman Company of Rockmart, Georgia, sold more small tractors in its franchised line than any other dealer in the Southeast. The firm sold 86 units—and could have sold 100, if equipment such as plows and cultivators had been available at opportune times.

Energetic selling helped account for this achievement, for the company has a sound policy in customer relations which augurs well for future business.

The largest number of small tractors, said Chapman, who heads a staff of six persons, was disposed of in the spring of 1949, when 75 were sold. On one especially fruitful day, the company sold five units, and even managed to make a demonstration and resultant sale on a rainy day.

The small tractors required some concentrated selling, Chapman said, but the men themselves were sold on it. Of a type especially suitable for the many

102

small farms and part-time farmers in this comparatively fertile area, the tractors are useful for row crops and mowing chores.

The tractors were put to work soon after their arrival. Driving them out to surrounding farms, the salesmen invited prospects to see the tractors perform. No telephone calls preceded the visits. Farmers saw the units demonstrated on their own land and were given a chance to operate them personally. This accomplished, said Roy Bowman, sales manager, the tractors sold themselves

Advertising consisted of several displays in the Rockmart and Cedartown newspapers, and mailing material sent out through the manufacturer's own mailing list.

The company engaged little in public demonstrations. One such demonstration on a local farm last April drew a large crowd, but results were disappointing, largely due to a downpour of rain. Private demonstrations and discussions,

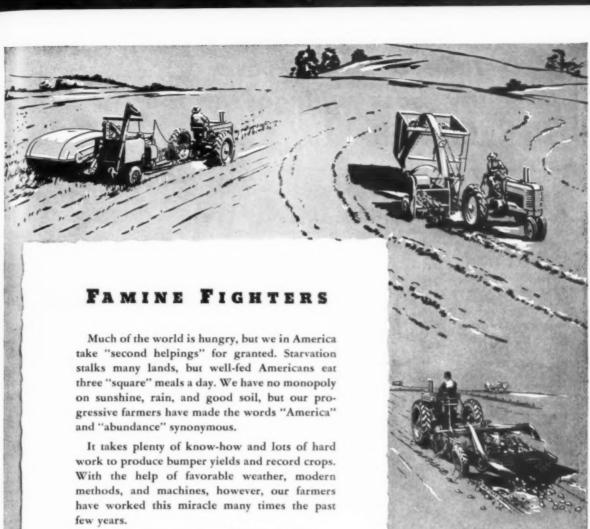
Chapman said, are the ones which have paid off.

The firm, selling within a radius of 20 miles, carries a wide variety of allied lines—home appliances, water pumps, washing machines, water heaters, and other items.

When the company becomes overstocked on trade-ins, it holds an auction. Then calves, pigs, shotguns, radios, cars, and trucks are received as part payment on farm equipment.

The financing of equipment sales, until recently, was handled by an Atlanta bank, which provided for a 30 to 40 percent down payment. followed by two equal installments at harvest time. This plan enabled Chapman to sell more than \$35,000 worth of equipment without a loss to anyone. Now that country banks are providing the financing, credit is restricted because of the limited ability of the country banks to make investments.

As an added boon to customer (Continued on page 116)



These blue-jeaned famine fighters give modern power equipment much of the credit for multiplying the productivity of our land. Happily, it has done even more. Power machinery has made it easy for farmers to retain or rebuild precious topsoil by using the latest conservation methods. It has given our agriculture new vitality by encouraging thousands of mechanically-minded farm boys to seek their fortunes on the farm rather than in the city. By reducing the uncertainty and drudgery of farming, power equipment has made possible fuller, happier lives for farm families everywhere.

Arm men who love the soil with scientific methods and modern power machinery and you can expect great things: Better stewardship of the land... a more stable and productive agriculture... an even better-fed America... perhaps a famine-free world in the forseeable future.



MOLINE . ILLINOIS

Take a tip from me . . my boss will go for the HARVEY "RED-HED" HAMMER I

It's no wonder the Harvey "Red-Hed" Hammer Mill is one of the most popular farm aids on the market. It not only grinds feed one-third faster . . . but look at the features: Extra large 24" diameter grinding cylinder for fast hammer travel at slower shaft speed; extra large drive pulley speeds up grinding; extra large screen area for faster escape of the ground grist from the grinding chamber; . . . and there are many more. You bet the farmers go for that faster, high producing Harvey Hammer Mill . . . and, you will too when you see how it boosts sales.

FREE SWINGING HAMMERS WITH ALLIGATOR HEADS!

An exclusive serrated hamm design is responsible for the unusually high grinding capacity of the Harvey "Red-Hed" Hammer Mill. Hammer ends are serrated with fourteen notches that multiply the number of kernels that will be crushed for every foot the hammer travels. The resultsincreased hourly output - a real savings in power.

Extra high powered blower fan does a-way with clogging and choking. Controlled speed self-

feeder assures high output even on roughage.

HARVEY "RED-HED" 4-IN-ONE FARM ELEVATOR

The answer to all farm storage or handling problems.

This one elevator handles small grain, ear corn, baled hay or bagged grain. An easy adjusting of the sides does the trick.

Moves easily anywhere in yard or field . . . a one-man elevator that will pay for itself many times over.

Here's another sales booster you cannot afford to overlook!

MODELS H-9 AND H-11

Two time and money savmodels of Harvey "Red-Hed" Hommer Mills are available . . . the H-9 (9" mill) and the H-11 (11" mill). Plain tray models are equipped with ad-justable feed table which can be instantly changed to operate in 3 different positions.

HARVEY "RED-HED" CORN SHELLER

with Triple-Action

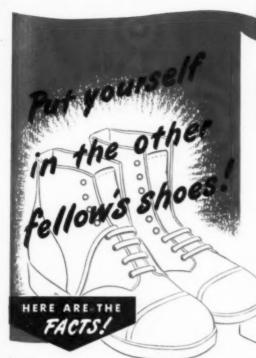
KERN O LIZER

100 TO 200 BUSHELS PER HOUR

If your customers are looking for the fastest, most dependable corn sheller on the market-here it is. It has a 42% greater shelling area. Let your Harvey distributor tell you about it.

Write Farm Tools, Inc. for name and address of nearest distributor





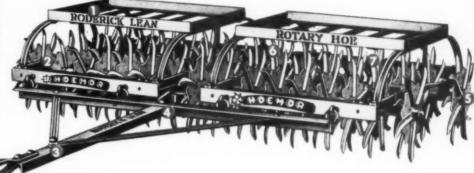
If you knew all of the facts . . . would you buy anything else but a-

Roderick Lean



ROTARY HOE?

- Sturdily built frame expertly engineered—well balanced design.
- 2 All-steel Toothed Spiders—16 to a section, 10 sharp teeth to a spider, penetrate into the ground to assure maximum mulching—positive weed destruction.
- 3 Flexible tractor drawbar sturdily reinforced.
- Adjustable gangs meet all cultivating conditions.



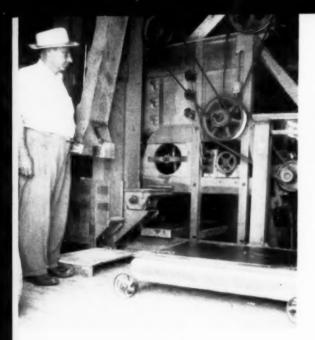
- Two-piece hard maple, oil sooked wood bearings assure smooth operation.

 Zerk fittings provide positive lubrication.
- Spiders are equipped with stone knockers between each tooth
- Since the Hoemor has a direct pull, draft is remarkably light, thus it is easy to transport.

Your customer knows what he wants! When he walks into your showroom to pick out a rotary hoe he has a picture in his mind. He wants the best rotary hoe money can buy . . . one which will save him time and money . . . cut operating costs in cultivating corn, cotton, soy beans, or whatever he is growing. That is why the HOEMOR Rotary Hoe will appeal to him. It has all of the features, listed at the left, which help him to do what he wants to do. He also knows the HOEMOR is built by Farm Tools, Inc., a company he has had dealings with many times. He has confidence in their long experience and reputation for putting dollar for dollar value in farm implements. Farmers who know the facts want the HOEMOR Rotary Hoe . . , and if you knew all of the facts you would want to sell them. Contact your Farm Tools, Inc. distributor today.

Write Farm Tools, Inc. for name and address of nearest distributor





BOOSTING SLACK SEASON SALES

These equipment dealers have found ways to give their businesses a needed shot-in-thearm during seasonal slowdowns

HEN OVERHEAD remains constant and sales of farm equipment are down—the problem of many dealers during slack seasons — individual businesses need an additional shot-in-the-arm until the farmer returns to the field.

Several southern dealers have worked out methods of providing this extra boost to business.

Fred Robinson, farm equipment dealer of Ooltewah, Tennessee, who also runs a branch dealership 11 miles away at Cleveland, Tennessee, has found a partial solution to this problem.

To Robinson, the individual dealer has a better chance of maintaining a steady sales volume if he handles popular lines of hardware as a supplement to his lines of farm equipment. Before adding hardware lines, however, Robinson recognized the fact that selling hardware to farmers would be nothing but a headache, unless the details of inventory, merchandising and sales promotion were given all the care that they would have in an independent hardware store.

Top: Fred Robinson, Ooltewah, Tennessee, stands beside the seed cleaning machine which he uses to build additional volume during slack seasons. Right: this view of the showroom of the Bradley Supply Company, Cleveland, Tennessee, indicates the variety of merchandise which the company can depend upon for volume during seasonal slowdowns

As a result, he established a separate hardware store within his business and placed a capable manager in charge. This manager works on an incentive plan in which he receives a basic salary, plus two percent of gross hardware sales, one percent of sales on such farm items as binder twine, and a percentage of the profits of his sales of seed cleaning jobs, which Robinson offers as still another supplement to his farm equipment business.

A separate room, measuring approximately 20 x 60 feet, is devoted to hardware, and in this section Robinson presently does an annual volume of \$75,000 on such items as fencing, paint, builders hardware, tools, nuts and bolts and other staple hardware items.

Not only does this hardware section make up for the seasonal slow-downs in farm equipment, but with a capable manager in charge, Robinson is free to devote his time to administering his implement business and to outside selling.

In addition, Robinson has a rather unique shop arrangement that has eliminated his worries about the shop payroll during slack seasons. This dealer has an agreement with an experienced mechanic who rents shop space in the Robinson building and operates his own repair business. There is a definite understanding, however, that the needs of the farm equipment business come first and above all other customers.

This shop man furnishes his own tools—lathe, welding equipment, drills, testing equipment, hand tools, etc.—and he receives all the profits from repair



FARM EQUIPMENT SECTION of Southern Hardware for MARCH, 1950



the stubble. Even the finest hay seed crops are handled without injury. All controls are within easy reach of the

operator, permitting easy change of cutting height and height of reel "on the go"

* QUALITY CONTROL IN MM FACTORIES ASSURES DEPENDABLE PERFORMANCE IN THE FIELD!

INNEAPOLIS-MOLINE MINNEAPOLIS 1, MINNESOTA

FARM EQUIPMENT SECTION for Southern Hardware for MARCH, 1950

MM Side-Delivery Rake turns heads of crop into center of windrow for even drying



Exterior of Fred Robinson's farm equipment building, Ooltewah, Tenn... shows sign in front of the company's separate hardware department

work. Robinson sells him the necessary farm equipment parts at retail price, thus realizing a full profit from parts. The rental from the shop space is applied to overhead.

This system has been in operation since 1943, and Robinson believes the idea is a practical solution to the repair shop problem which constantly faces many small dealers.

He is quick to point out that quality of repair does not suffer under this arrangement. Robinson guarantees all repair work, and the shop man, in turn, guarantees his work to Robinson.

To combat the problem of slack season sales, the Bradley Supply Company of Cleveland, Tennessee, also has found it advantageous to stock various hardware lines needed by the farmer and farm wife. One-half of the company's total display area is devoted to hardware, home appliances and other hard goods.

Classified Ads

In Columbia, South Carolina, the Fairfield Tractor Company, in aiming to boost sales during the off-seasons, reports excellent results from running a classified adcontinuously during slack seasons. This ad offers free pick-up and delivery service for tractors and other equipment sent in for a check-up. Such advertising "sells" the idea that it pays to have all equipment put in dependable, operating condition before the season starts.

This company has found also that the slack season is an important time for the outside service representative to call on farmers to make the free service checks on the farm. This simple check, and the subsequent advice to the farmer concerning work he should have done in order to

forestall a breakdown, is an effective producer of business if enough calls are made.

Low cost direct mail advertising is effective, also, but these dealers point out that it should be borne in mind that direct-mail material should be specific—there should be some urgent reason, either from a standpoint of price or some special offer, for the farmer to have his equipment serviced now. Slack seasons are a proper time for package offers of service.

The conservative use of credit against crops can be an effective method of obtaining service volume in months when the farmer claims to be short of cash.

As an example of this, Fred Robinson has taken advantage of his local crop situation. His trading territory is a heavy producer of crimson clover. Each year all crimson clover seed must be cleaned before it can be marketed.

To tap this market, and to bring his business closer to the farmer, Robinson invested \$2,000 in a seed cleaning machine and now processes a large volume of this crop every year. To farmers who are good credit risks, he often advances needed machinery or service, taking in some of the seed crop for sale, when he performs a cleaning job.

This type of operation, besides providing a real service to the farmer, enables Robinson to encourage customers to send in more repair work during off seasons.

The slack season also may be the best time to introduce certain types of new equipment. W. A. Lipham, and his son, L. G. Lipham, who operate the Lipham Tractor Company, Anniston, Alabama, analyzed their trade territory of nine counties and found that the red clay soil of the area could profit greatly from the use

of a sub-soiler. They had handled a sub-soiler, but it had not been used to a great extent in their territory.

They canvassed their territory and within a short period sold six sub-soilers. Each sale helped make another, for farmers who bought sub-soilers greatly increased their land's productivity.

"A sub-soiler will pay for itself the first year it is used," says J. H. Harwood, salesman for this firm. "Land that has been subsoiled will hold 10 times the moisture, and many farmers report a 200 percent increase in yields on land that has been subsoiled. In selling this implement, however, the farmer should be helped to layout his land, so that some of it can be sub-soiled each year. The best time to use the implement is in the summer."

New Idea Names McOsker To Head Memphis Branch

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Reel V

THE NEW IDEA Farm equipment Company, with main offices in Coldwater, Ohio, has appointed Charles McOsker manager of the Memphis branch.

Mr. McOsker began his implement career in 1935 with International Harvester, spending seven years working its Southern Indiana block under the Louisville, Kentucky branch. In 1944, he joined New Idea as a blockman, with headquarters in Louisville.



Charles McOsker

New Idea's Memphis branch. located at 445 Tennessee St., carries a complete line of New Idea machines and repair parts, and serves all of Alabama and Mississippi, middle and western Tennessee, and parts of Arkansas, Missouri, Kentucky and Florida.

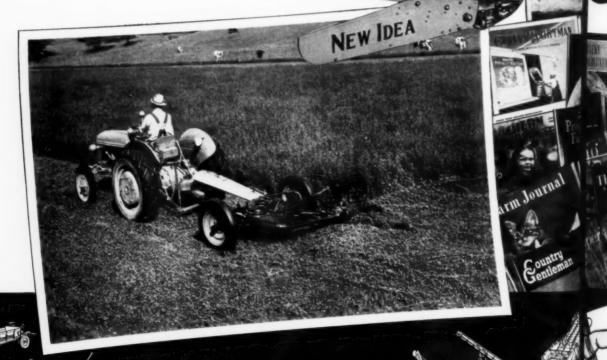


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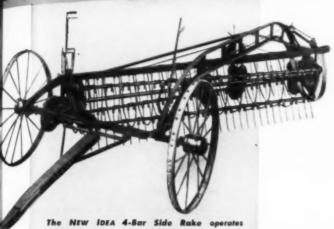
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It's easy to sell these.

The NEW IDEA Mower is completely power operated; hitched in a jiffy to any modern tractor; unmatched for smooth cutting and easy hondling. Stronger, sturdier, always reliable.



IEW IDEAS early!



The NEW IDEA 4-Bar Side Rake operates smoothly without joiling and vibration at tracter speeds, doesn't shatter leaves. Spiral reel is reversible for tedding. Has detachable double-curved teeth, many other features.



The NEW IDEA Farm Wagon fits all types of metal or wood beds, racks or boxes. Hos automotive type steering and tapered roller bearings. Ruggedly built for hardest usage.

Farmers want these improved haying machines

And you can best assure prompt deliveries now . . . in plenty of time for them to use this next haymaking season. In that way, both you and your customer benefit.

Haymaking is made easier, faster and better than farmers ever thought possible with these outstanding hay tools. And dealers too, are making more "hay" than they ever thought possible selling the complete line of NEW IDEA Specialized Farm Equipment. If we are not adequately represented in your territory, please write us today.

NEW IDEA is reaching your customers continually through national magazine advertising. Many other selling aids are also available to make your selling job easier.

Sell NEW DEA

Remember...

Remember...

Remember...

Remember...

Remember...

Remember...

It's a good idea

it's a good idea

NEW IDEA

DIVISION H^{VCO} MANUFACTURING CORPORATION COLDWATER, OHIO and SANDWICH, ILLINOIS

OD-

an

this simple fact means cash in your pocket:

RED BRAND FENCE

is galvannealed for longer life!

There are some facts about fence that help convince a farmer to buy one brand in preference to another. One such fact is this:

Galvannealing is the Keystone process that fuses zinc to the strong steel wires of Red Brand Fence, forming a superior, longer lasting coating. In addition, the steel wires of Red Brand Fence contain copper for extra rust resistance. All this means greater fence value.

These sales facts make Red Brand Fence easier and more profitable to sell.

THE RED BRAND PLAN BUILDS BUSINESS

Red Brand now provides you with a real profit-making plan—not just for fence but for everything you sell. It brings new business... builds good will.

Ask your Red Brand representative about it.





RED TOP STEEL POSTS
Red Top Steel Posts are
made of tough, springy railroad steel—reinforced four
ways. The tee cross section
is reinforced with extra
thickness from top to bottom. Can't rot, split or burn.
For more customer satisfaction, more sales—sell Red

Top Steel Posts.

Keystone Steel & Wire Company

PEORIA 7, ILLINOIS

Makers of Red BrandFence • Red Top Steel Posts Non-Climbable Fence "Nails "Bale Ties "Gates "Keystone Poultry Netting

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New officials of the Mid-South Farm Equipment Association, left to right, are: Marvin Melton, Trumann, Ark., retiring president, who becomes a member of the advisory board; J. Sterling Inman, Memphis, Tenn., first vice president; M. H. Maddox, Jackson, Tenn., director; J. K. Garner, Greenwood, Miss., president; Paul Watson, Greenville, Miss., second vice president; Graham McDonald, Memphis, secretary-treasurer; and Earl Kirk, Paragould, Ark., director

MID-SOUTH CONVENTION

M ORE THAN 400 dealers, comprising the largest group in the association's history, attended the annual convention of the Mid-South Farm Equipment Association held January 18-19 in Memphis, Tennessee. A first-time feature was the exhibit of new farm machinery and other equipment.

The theme of the convention—the association's eighth—was the "March of Progress." Through the program ran emphasis on soil conservation and more effective salesmanship to meet the Mid-South's changing economic conditions.

Featured speaker on the opening day program, C. W. Bailey, president of the First National Bank of Clarksville, Tennessee, declared that "a reserve of soil is just as important as a reserve of money." He advised dealers to encourage a balanced farming program and soil conservation.

"You of the Mid-South know that the prices of farm products have declined, or are being supported in some artificial manner. You realize that the long-range prospect for these prices is not good—that temporary expedients of one kind or another, designed to bolster prices to meet some pressing emergency, are of no permanent value.

"Yet you know that prosperity here and throughout the nation must be supported by a profitearning farmer. What are you going to do about it?"

Experience has taught us that the soundest foundation on which farming in a trade area can rest is a balanced farming program providing for a number of incomes throughout the year. These crops or products should be so diversified in character and so practical in marketing, that they will present a strong front to any shifting demands. There is a practical approach to this objective, which many Mid-South areas have demonstrated, through an analysis of the productivity of the lands, the inclination of the farmers and the availability of the markets.

"Now, while the farm mortgage debt is low, every encouragement should be given to further reduction and none to increases through unwise purchases," Bailey warned. "Nothing contributes more to the independence and security of farming, and to the economic soundness of all business, than to have farm mortgage debts paid in full. Those who do sell merchandise in rural areas can view the future with greater certainty, the farmer can plow and operate with

more freedom and assurance, you can sell machinery with greater ease and we can operate country banks with greater security if there is no mortgage-debt problem."

The soil saving theme was carried out further by J. W. Sargent, United States Department of Agriculture, Soil Conservation Service, Spartanburg, S. C.

Sargent, tracing "The March of Progress in Agriculture," reviewed recent, tremendous production of seeds for Winter pastures and grasses to hold topsoil. Urging dealers to co-operate with soil conservation districts, he reminded his audience that "thousands of acres of our best topsoil have gone down the Mississippi River since this morning."

Others on the two-day program included:

O. J. Schulz, assistant general sales manager, John Deere Co., Moline, Ill., who reviewed progress from the manufacturers' point of view; David M. Michaux, regional sales manager of Prudential Insurance Co.'s Group Insur-Department, Cincinnati, Ohio; Archie A. Stone of Long Island Agricultural & Technical Institute, Farmingdale, N. Y., who recently made a world trip to study agricultural conditions and who discussed progress in farm mechanization; M. P. Murdock, assistant general sales manager, Ethyl Corp., New York; Arthur Horrocks, Goodyear Tire & Rubber Co., public relations counsel. Akron. Ohio: and B. D. (Danny) Danchik, sales analyst, Chicago.

J. K. Garner, owner of the Mississippi Tractor Parts and Implement Company, was elected to serve as president of the association for 1950.

Elected to serve with Garner were J. Sterling Inman, manager of Hinton & Hutton Implement Co.'s Memphis branch, first vice president, and Paul Watson of Greenville, Miss., second vice president.

Named to three-year terms on the Board of Directors were M. H. Maddox of Jackson, Tenn., and Earl Kirk of Paragould, Ark. They join holdover Directors Harry R. Wieman of Stuttgart, Ark., S. R. Hughston of Ripley, Tenn., J. E. Johnson of Greenwood, Miss., and Bob Lee Smith of Blytheville, Ark. Graham McDonald, Memphis, continues as secretary-treasurer.



New officers of the Carolinas Farm Equipment Dealers Association are, left to right, front row: W. R. Johnson, first vice president; J. K. Hane, president, and E. W. Nettles, second vice president. Standing, left to right: J. C. Abbott, Lex Moser, H. J. Marshall, and J. R. Marks, all directors; A. A. Chappell, secretary-treasurer; H. G. Powell and Gedd Roberson, directors; T. F. Corriher, the retiring president, and S. Tom Proctor, national director

Carolinas Meeting

DELEGATES to the fifteenth annual convention of the Carolinas Farm Equipment Dealers Association, held February 6-8 in Charlotte, N. C., heard predictions of a continuing high level of business despite problems posed by the current buyers' market.

With nearly 500 registered for the convention, W. R. Noble, Washington manager of the National Retail Farm Equipment Association, sounded one of several warnings, however, calling for a quick return to sound business practices by all dealers. Noble warned that manufacturers and dealers must look forward to continued progress instead of becoming content with what he said was really great progress over recent years.

"In most sections of the country," he continued, "this industry has passed completely from a sellers' market to a buyers' market largely because of price declines for farm products." He warned that the current tendency to cut prices and increase trade-in allowances is a threat to stability.

The speaker stated that retailers could maintain sales volume without price cutting if proper emphasis were placed on dealer

service and equipment quality.

Also speaking on the opening day program, presided over by President T. J. Corriher, R. S. Stevenson, general sales manager, tractor division, Allis-Chalmers Manufacturing Company, discussed "Farm Equipment Today and Tomorrow."

The farm equipment industry experienced a good year during 1949 as farm income held up to reasonable expectations, the speaker said, and the future looked no less bright. He cited the tremendous progress in harvesting machines—equipment largely unknown to the farmer, ten to twenty years ago. Mr. Stevenson listed the modern cotton picker, forage harvester, corn picker, hay baler and small tractor as machines which had done much to bring the farmer a higher net income.

"New machines just as radical as these once seemed to be are on the drawing boards. But old-fashioned selling will not be sufficient to sell these new units. Both equipment dealers and farmers must be well-educated in what these machines can accomplish."

Mr. Stevenson urged that all dealers should engage in the pro-

motion of farm safety and soil conservation and should become actively engaged in "politics," at least to the extent of writing congressmen about excesses in the federal government.

Principal speaker on the morning session of the second day's program was Joseph F. Leopold, southwestern manager of the National Tax Equality Association, who made a vigorous attack on laws which exempt co-operatives and various other classes of business enterprise from taxes.

Mr. Leopold endorsed legislative movements aimed at plugging the "loopholes" in tax laws to provide equitable distribution of tax burdens.

Other speakers during the morning session included: S. Tom Proctor who as the national association's director in the four-teenth district reported on activities in that area; Wiley F. Mitchell, Jr., who discussed "Soil Conservation Progress," and J. Graham Morrison, County Demonstration Agent, who had as his subject, "Progress in the Barnyard."

Highlighting the afternoon program was a panel discussion presided over by W. G. Slattery, Teacher Trainer, N. C. Distribution Education Service, Greensboro. The panel, composed of D. F. Ritchie, E. W. Nettles, Clyde Burwell, H. A. Marks, and J. C. Abbott, gave answers to certain problems of management, in turn followed by comments from the floor.

One question: "It it a sound business policy to give cash discounts?" gave rise to sharp disagreement. While those favoring such a policy explained that cash payments were thus encouraged, other dealers protested that such discounts helped to wipe out the final margin of profit that is needed to continue in operation.

The final speaker, Merritt D. Hill, Sales Manager, Dearborn Motors Corporation, in his talk on "Management of Personnel," listed the four pre-requisites for building a strong selling organization: recruiting, selection, training and supervising.

In his annual report to the convention, Allen A. Chappell, secretary-treasurer announced the association's directors had adopted a broader program of insurance for member companies' employees. The new insurance program, he

(Continued on page 120)

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THREE SIMPLE STEPS

- 1. Loosen 2 Allen Screws.
- 2. Take Out 4 Mounting Bolts.
- Unscrew Rotary Seal; Install New Cartridge.

WITH THE NEW

F&W MULTISTAGE

• Their honest dependability has earned for F&W Multistage Centrifugal Jet Pumps the name of be-

ing "pump men's pumps." And, now they're easier to service than ever. As illustrated, this new construction (patents pending) makes it easy to replace the rotary seal on the F&W pump.

No Need to Break Pipe Line or Disassemble Pump

You put in a new F&W rotary seal cartridge (patent pending) simply and easily without moving pump from the well, without breaking a single pipe line and without disassembling the pump. The whole job is a matter of minutes on the new F&W pump! The seal is changed so simply and directly from the top of the pump that you wonder why it wasn't done this way years ago.

Unmatched Performance

To the profit-protecting ease of service add the high capacities and quiet operation of the F&W Multistage Centrifugal Jet Pumps. Make us prove all these statements! Write for full details and *certified* capacity tables. We'll send them by return mail.



TARM PROVED
WATER SYSTEMS

FLINT & WALLING MFG. CO., INC., 319 OAK STREET, KENDALLVILLE, INDIANA

FARM EQUIPMENT SECTION for Southern Hardware for MARCH, 1950



Newly-elected officers of the Virginia Farm Equipment Association are, left to right: R. L. Woodward, Jr., Suffolk, president; John E. Reid, Lynchburg, secretary-treasurer; and Dan C. Strickley, Harrisonburg, vice president

VIRGINIA CONVENTION

EMBERS of the Virginia Farm Equipment Association were told at their annual convention in Roanoke, Jan. 25-27, that they will "have to get out and sell" if they are to stay in business.

The speaker was George Wright Ferguson of Philadelphia, Pa., editor and publisher of The Eastern Dealer. He spoke at a luncheon meeting that brought the three-day convention to a close.

He warned the convention that strong competition will come from other retail businesses that plan to make an all-out effort to attract the farmer's money. Persuasive salesmanship is the only thing that will offset this competition, he said.

"If a farmer's wife decides she wants a new fur coat instead of a new tractor for the farm, you have to go out to the farm and sell the tractor first," he pointed out. "She has to come into the city to get her fur coat."

Speaking on the subject, "Selling is What you Make it," Ferguson said that "business will be what you make it."

"There's enough business for everyone," he said, "and now is the time for salesmen to use the talent which has been dormant in

past years when selling was not necessary.'

The speaker concluded by predicting that volume of equipment sales this year will show a decrease from the all-time peak period of the latter part of 1948 and the first part of 1949.

One of the most popular features of the annual meeting was a "grass root" panel discussion of every day problems which confront the equipment dealer. A panel of 10 equipment dealers discussed 50 prepared questions. John E. Raine of Richmond acted as moderator.

The approximately 250 dealers attending the convention were briefed on "Problems of the Implement Dealer" by S. T. Proctor, of Fuquay Springs, N. C., Director of the National Retail Farm Equipment Association's District.

Another speaker, Malcolm P. Murdock, general sales manager of the Ethyl Corp., New York City, spoke on "Lubricating the March of Progress." He noted that there are now over 3,500,000 tractors on American farms.

"That's three times as many tractors as were in use in 1935," he said.

Murdock said that the petro-

leum industry isn't the sole reason for the farmer's increased production, but, he added "it is a big reason." He went on to say that the present-day American farmer raises enough food to support himself and 14 other people, whereas "the best his grandfather, 90 years before him, could do was raise enough to support himself and four others."

Willis G. Scholl, Eastern territory manager for Allis-Chalmers .Mfg. Co., Milwaukee, Wis., also

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Other speakers were R. J. Fitz-Gibbons, American Bosch Corp., Memphis, Tenn., who talked on "Fuel Injection Systems on the Modern Diesel Tractor" and John A. Buxton, Secretary of the Implement Minnesota Dealers Association, Owatonna, Minn., who discussed "A Sound Insurance Program for the Implement Dealer."

Officers elected at the convention were: R. L. Woodward, Jr., of Suffolk, president, to succeed Percy A. Lewis, Manassas; Dan C. Stickley, Harrisonburg, elected vice president to succeed Mr. Woodward; and John E. Reid, Lynchburg, secretary-treasurer.

Georgia Dealer Sets Sales Record . . .

(Continued from page 102) relations, a liberal repair policy is in force. Considerable repair work is brought in, said Leonard Baines, parts manager, and the manual of the factory is used extensively.

'If a man brings in a small repair job," said Chapman, "we just pat him on the back and forget about the charge. I think that we gain good will and customers," he "because we really continued. service implements, and we take care of complaints. Too many dealers during recent years have neglected servicing, and many of them have felt they are finished with a customer after making a sale. We stand behind all of our merchandise. including used equipment, and we are reaping the benefits of this liberal repair

"The South," he concluded, "is a pioneer area in agriculture. Grass farming and cattle raising are making great progress. The surface has just been scratched, but we are looking forward to greater mechanization on the

farms in the South."

Do People Know You Sell Pumps?

by George W. Cramer, Advertising Manager Goulds Pumps Inc., Seneca Falls, N.Y.

Pumps—more than any other single line—can lead to profitable related sales. There are dozens of items—from bathtubs to stanchion cups, from piping to garden hose—that can be sold only when the prospect has running water! That's why alert dealers everywhere are featuring domestic water systems as the basis for a profitable, satisfying volume.

But how many "pump stores" are there in your town—stores that are known primarily for their sales and service of domestic water systems? Not many, we'll bet—because comparatively few deaters have recognized the importance of identifying their stores as "pump headquarters" for the area. Here at Goulds, for example, we get hundreds of letters from pump prospects, asking "Where can I find Goulds pumps?"—and a great number of them come from towns where dealers are located.

That's why wide-awake retailers are beginning to capitalize on a glorious opportunity to establish their stores as "the pump stores" in the minds of local prospects. They recognize it as an opportunity to multiply pump volume—and to profit from hundreds of related sales.

Identification is Easy ... and Cheap

Pump manufacturers have made identification easy for retailers. Goulds, for instance, offer decals for trucks and windows, sales and service signs, other signs for outside and inside use, wall banners, posters, etc., to dealers, without charge. And we spend plenty of time and money in designing and preparing this material for attractive, eye-catching display value—because we realize how important it is. We know that

it will pay for itself many times over, when properly used, in increased pump volume.

Electric Signs a Good Investment

Especially effective are the electric signs which we offer Goulds dealers, at cost. They're real 24hour salesmen...serving as reminders to folks in town after you've closed up. Installed in your window, or slightly back from it, these signs partially light your store-front at night.

There are many other ways to identify your store as "the place to go for pumps and other running water equipment"—local newspaper and radio advertising, etc.—and the pump manufacturer offers help for each of them. Our Advertising and Sales Promotion Departments will be glad to answer your questions on how Goulds helps you make your store a "Pump Store"—and how it pays off, in profits!



(Advertisement)

Del-Mar-Va Meeting

More than 200 farm equipland, Delaware and Virginia, ending their two-day convention of the Del-Mar-Va Farm Equipment Association in Baltimore, January 17, were ready to campaign among national and state officials and legislative bodies as a means of halting personal property taxes on business inventories.

Marshall Heaps, president of the Baltimore Harford County Farm Equipment Club, one of eight subsidiaries of the Mar-Del-Va Farm Equipment Association, stated that inventory taxation is "double taxation to the small business man."

Mr. Heaps said business men are being taxed not only on the profits they earn as company owners and as individuals, but for the stock they carry as well. "In the farm equipment business, an item of heavy machinery may remain in our stock for as long as seven years before it is sold, yet every year we are taxed in the same personal property levy on that same item. Taxes are burdensome enough these days without our having to pay the same tax on the same inventory item seven times over," he added.

Governor Preston Lane, of Maryland, highlighted the convention with his review of agricultural progress in Maryland. He pointed up the idea that average businessmen should take an active part in politics, a theme that was re-echoed by subsequent speakers.

"As a citizen of this great nation," he told dealers, "you possess a priceless franchise—the right to express your opinions at the polls. Know your candidates, know the issues, and perform your duty to your government by casting your ballot."

Jennings Randolph, Capital Airlines executive, also stressed the importance of voting in his address, pointing with heavy concern to the lack of interest in voting, which was growing less and less. "The road to dictatorship lies before us," he said, "unless every American eligible to vote does so at election time."

NRFEA's 14th District director. S. Tom Proctor, predicted many business advances for 1950, but warned dealer management to be alert to changing ways of business. "Those dealerships who will show a profit during 1950 will be those that maintain their volumes and profit margins," he warned. Mr. Proctor also pointed at price cutting as the greatest temptation and business destroyer to be faced for the new year.

Robert S. Stevenson, Allis-Chalmers assistant general sales manager, stated that the introduction of the small tractor was the greatest boon to the farm equipment industry in many years. "The small tractor," he said, "has made it possible for even the smallest farm to purchase and use modern power equipment. In addition, it has created an additional market as an intermediate source of power on larger farms."

C. J. Reilley, president of the J. S. Woodhouse Company, warned dealers that 1950 would be a critical year. Summing up his remarks, he called for a better understanding of each dealer's operation and a wise use of credit as the criterion for success in the coming months.

The second day of the convention presented a panorama of 4-H work, association activities, and group insurance.

The growing importance of the 4-H clubs' tractor driving contests was outlined by Maryland's 4-H assistant. W. Sherard Wilson. A

motion picture was shown in conjunction with his talk.

Clyde O. Koons, first vice president of the association, stressed association cooperation and called for support for and participation in the association's work during the coming months—the most important part of any dealer's business.

Speaking on the subject of Group Insurance, A. W. Harris, Hardware Mutuals general sales manager, named security as the number one essential sought by job seekers throughout the United States today. The greatest industrial progress in the next 50 years. he said, will be made in human relations. "The lack of a good compensating insurance plan within your individual dealerships can be costly," he warned. "Many employees with excellent abilities have gone elsewhere when they found no security offered by you as an employer." Group insurance. he pointed out, is a savings, rather than an expense, when it proves attractive to a company's good emplovees.

officers elected to serve during the coming year are: Clyde O. Koons, president, to succeed Carville Fleetwood; Clarence Phillips, first vice president; Joseph Warrenfeltz, second vice president.

In its 1950 resolutions, the association called for the repeal of excise taxes, together with the reduction of real and personal property taxes; economy within government and the practice of tax equality. The association recognized the need for soil conservation and resolved to aid and participate in all practices destined to preserve the fertility of the soil.

Carville Fleetwood, retiring president of the association welcomes Maryland's governor, Lane, to the convention. In his talk, Governor Lane urged dealers to take an active interest in governmental affairs. "Know your candidates, know the issues, and per-form your duty to your government by casting your ballot, he said



FARM EQUIPMENT SECTION of Southern Hardware for MARCH, 1950



Dealer demonstrates the gentle pick-up action of a Hume Reel. The more reels placed in a dealer's community before a storm, the less loss and confusion there is when a storm hits.

"THIS INSURANCE PAYS OFF TO EVERYONE, ALL THE TIME"

"Look", said the dealer's new salesman, "you carry insurance on your car, home, buildings, don't you?"

"True enough", replied the farmer, "you don't think I'm crazy enough to

"Right", interrupted the salesman.
"Well, you should consider this Hume
Pick-Up Reel as insurance against
crop losses. If heavy wind or rain
hits here at harvest time your grain
may go down, but you can pick it
up!"

up!"
"You know something young fellow", said the farmer, "if I insured myself against everything I'd go broke. Sorry, no sale today."

Just then the dealer himself, who'd been listening in with one ear, strolled over. "Look, John," he said to the farmer, "if you two want to compare a Hume Pick-Up Reel to insurance be sure to remember that it's one type of insurance that pays off every time you use it — storm or no storm.

"This Hume Reel", he continued, "will harvest more grain from every small grain and bean crop — standing or down, tall or short, even or uneven. It also reduces shattering and clogging the combine cylinder, reduces lodging at the cutter bar. I never let a combine out of the shop anymore without one."

The farmer left, fully sold. "You see", the dealer told his new salesman, "that's the difference between positive and negative selling. Insurance is negative. But the promise of more grain — the farmer will buy that."



"The Hume Pick-Up Reel will harvest a bigger crop of every small grain and beans, standing or down. Reduces shattering, too . . ."



Down grain — a sad story that can have a happy ending if Hume Pick-Up Reels are available immediately to a community.



the HUME PICK-UP REEL

GETS ALL THE GRAIN STANDING OR DOWN

The Hume Pick-Up Reel is more than emergency equipment to save grain crops when they go down. It's a fair-weather friend, too, harvesting more grain from even the straighest standing field of wheat, oats, beans, rye, barley or rice. Yes, the gentle, firm, even action of the Hume Pick-Up Reel picks up every head and feeds it evenly, gently, without shattering to combine, binder, mower, swather. No bunching, no clogging, no skipping. Write today for the complete Hume story.

MANUFACTURERS OF Pick-Up Reels, TractoR-Rower Harvesters, Lifter Guards, Green Crop Loaders, Cut-Lode Harvesters and Floating Cutter Bars.





In honor of his 40th year with Massey-Harris, President J. S. Duncan, left, receives oil painting from Norman Appleton, vice president

J. S. Duncan Honored On 40th Anniversary

M ARKING his fortieth year with the Massey-Harris Company, James S. Duncan, president, was honored recently with a surprise dinner party at the National Club in Toronto, where more than 200 company officials and department heads paid tribute to his leadership as executive head of this world-wide organization.

Arriving in Toronto in 1935, Mr. Duncan was amazed at the pessimism caused by world economic and financial conditions. Basically optimistic, he found much to be done, and as assistant general manager, then general manager, and in 1937 as vice president and member of the board of directors, he continued to fight for what he felt would be the future of the company, and the development of the United States branch of the business. This and the development of the Self-Propelled combine were two of his firm convictions.

During the war, Mr. Duncan was appointed Deputy Minister of the National Defense for Air, in which position he turned out more than 150,000 air crews for the United Nations. The company's services were offered to the Canadian government and to the United States, primarily turning out aircraft parts in Canada and tanks in the United States.

At present, Mr. Duncan is president of both the Massey-Harris Company, Ltd., Toronto, and the Massey-Harris Company, Inc., Racine. Under his direction, the company has expanded its manufacturing facilities and line of products all over the world. Annual sales of the company have increased more than tenfold since he took charge.

At the surprise party honoring his fortieth anniversary, he was presented with a large oil portrait of himself, painted by Cleave Horne, and presented on behalf of those present by Norman Appleton, vice president and secretary of the company. John Martin, director of public relations, presented a richly engraved leather-bound volume of congratulations from almost 15,000 employees of the company over the world.

I. H. Pylon Structures Increasing in Number

INTERNATIONAL Harvester Co., 180 N. Michigan Ave., Chicago, announces that more than 1,240 of the one-story, distinctive structures featuring International Harvester pylon have been erected.

by dealers since the company initiated its base of operations program five years ago.

The prototype buildings, landmark of International Harvester dealers throughout the country, feature extensive use of glass, with the showroom area glassenclosed on two sides for maximum display. Use of glass also provides the best possible daylight conditions in the parts, service and office areas.

The functional plan of the buildings provides what International Harvester believes to be the most effective arrangement and use of space and its proportionment among the various departmental areas. The plan arrangement remains the same, regardless of building size.

Carolinas Meeting

(Continued from page 114)

said, will be extended to include certain "fringe" benefits in addition to hospitalization. He pointed out that the association already is sponsoring an insurance program that includes life insurance and other benefits supplementary to the usual accident insurance.

The convention named J. K. Hane, III, of St. Matthews, S. C., to serve as president during 1950. Other officers elected were: W. R. Johnson of Goldsboro, N. C., first vice president; E. W. Nettles, Jr., Sumpter, S. C., second vice president; and A. A. Chappell, Wilson, N. C., secretary-treasurer.

Named as new members of the board of directors were: J. C. Abbott, Elizabeth City, N. C., Ray Prince of Inman, S. C., W. G. Lynn, Dillon, S. C., Gedd L. Roberson, Asheville, and H. L. Marshall, Winston-Salem.

Directors carried over were: D. W. Eason, Columbia, S. C., J. R. Marks, Whiteville, S. C., Lex Moser, Charlotte, H. G. Powell, Wilson, N. C., and E. H. Smoak of Orangeburg, S. C.



FARM EQUIPMENT SECTION of Southern Hardware for MARCH, 1950



OLIVER

"FINEST IN FARM MACHINERY"

FARM EQUIPMENT SECTION for Southern Hardware for MARCH, 1950



Makes Seeders For Almost Any Crop Grown In Rows!

For kitchen garden or large farm . . . for hand, horse, or power operation . . . Planet Jr. makes seeders for planting almost anything grown in rows from fine grass seed running a million to the pound right on up to small limas.

Now is the time to talk Planet Jr. Seeders to your customers and help them save time, labor, and seed in their planting.

The Planet Jr. line is complete! It includes Planet Jr. Garden Tractors with quickly interchangeable attachments . . . Wheel Hoes, Combination Seeders and Wheel Hoes, Fertilizer Distributors . . . specialized planting, fertilizing, and cultivating equipment for general purpose tractors . . . Planetized *Tillage Steels.



S. L. ALLEN & CO., Inc. • 3421 N. Fifth Street • Philadelphia 40, Pa.

Mechanics to Salesmen

(Continued from page 100)

training, he must have worked no less than four years in the service

Though a new mechanic is not employed with the understanding that eventually he will be promoted to a salesman's job, during his year in the service shop he is under constant observation in his relations with customers.

"In visiting the shop, our customers, in time, will become acquainted with the mechanics and naturally will discuss their problems. Each farmer has individual problems just as each has had different experiences with the same equipment. One customer is satisfied; another is disgusted. The shop mechanic gathers a wealth of valuable information. As a mechanic he acts as a clearing house for ideas that can be put to profitable use by customers. Eventually such alert mechanics have the complete confidence of the customers whom they serve." White explained.

"Once they have accomplished this they have gone a long way in fulfilling the qualifications which we demand of our salesmen. Then, too, our mechanics, through such close association with farmers. learn the practical application of the equipment we sell and which they service. This is of great importance in the selling effectiveness of those mechanics who become salesmen."

When a sales position opens, the mechanic chosen to fill the job comes in for a period of intensive training. Because of his work in the shop, he knows the company's customers and the equipment he is to sell. To some, this might seem sufficient, but not to White.

'The new salesman possesses a good foundation on which to start building," he says, "but he still lacks enough essential information to hurt his progress as a salesman."

To remedy this, White introduces the new salesman to manufacturers' manuals, supplementing his practical knowledge with more technical information. From such study the salesman derives an understanding of mechanical laws and engineering principles as they are applied to the equipment he will be discussing soon with prospective customers.

In this stage of training, the



CONVERT SINGLE ACTING, PUMPS

TO D'OUBLE ACTING

YDRAULIC SYSTEMS

With

Char-Lynn VALVES



No. 900



No. 900 . . . Designed to control two separate hydraulic systems. The single acting circuit operates loaders or any single acting cylinder. The other circuit controls any double acting system as in hay push-offs and other implements.

No. 930 . . . This valve can be used on any pump to control a double acting cylinder. Tractors with single acting pumps like certain International or John Deere models can now be made double acting. The hydraulically balanced valve spool is spring loaded to return to neutral from either operating position. High tensile aluminum alloy castings . . . hardened valve spools . . . all parts corrosion resistant.

Both valves tapped with standard pipe threads

CHAR-LYNN COMPANY

2847 26th AVENUE SOUTH

MINNEAPOLIS 6, MINN

For New Installations.. Recommend the Famous

It costs your customer no more than an ordinary single-acting pump—and gives him a double-acting pump for any kind of hydraulic attachment. It's simple to mount—no special tools are necessary. Mounting brackets are available for popular tractor models and makes. Write for circular.





FARM EQUIPMENT SECTION for Southern Hardware for MARCH, 1950

new salesman attends the weekly sales meetings where he benefits from visual education programs and lectures delivered by heads of the firm. Speakers from county agencies often are called in to discuss various subjects of importance to the farmer. In addition, representatives from governmental agencies often address the sales meetings on such subjects as production, marketing, credit, etc.

These sales meetings are held each Monday evening. Department heads attend, and the firm's business as a whole is reviewed. In these discussions the salesman learns the importance of each department's function as it pertains to his selling.

Once in the field, the salesman works on a straight salary supplemented by a weekly bonus arrangement designed as an incentive for greater sales effort.

"Selling on commission is not for us, for in our system of operation we cannot stop our salesmen from 'specializing'," White explained. "Under our setup, if a salesman, for example, has a prospective sale for some specialized equipment for a dairy farmer—and he has given most of his attention to the rice farmer—he calls for the assistance of a salesman who is more interested in that particular phase of farming."

Under the bonus arrangement, quotas are set for the week at each sales meeting. If the quota is filled, the bonus is paid, each employee on the payroll—mechanics, salesmen, parts men—receiving an equal share. If the quota is exceeded, the amount of the bonus is increased.

HERSCHEL DEALERS "CUTTING PARTS HEADQUARTERS"

Farmers throughout the country have come to depend on their HERSCHEL dealers for mower and combine repair parts. Through experience, they know they can depend on HERSCHEL for parts that are carefully made and guaranteed to fit.

Designed and built for high speed operation on modern power machinery, HERSCHEL PARTS are field tested for long service. They build customer satisfaction.

Use HERSCHEL PARTS for repairing all makes of cutter bars.

R. HERSCHEL MFG. CO., Inc.

Pioneer Makers of Cutting Parts to Fit Mowers and Combines

Branches: Auburn, N. Y.; Minneapolis, Minn.; Harrisburg, Pa.; Omaha, Nebraska

DISTRIBUTORS

R. C. Cropper, Macon, Georgia The Southern Supply Co., Dallas, Texas

HERSCHEL PARTS

Flint and Walling Elects New Officers

THE Flint & Walling Manufacturing Co., Inc., Kendallville, Indiana, announces the election of the following new officers: Cecil R. Welch, president; Benjamin F. Van Hart, vice president; and Henry L. Ortstadt, secretary-treasurer.

Mr. Welch, for many years, has resided in Fort Wayne, where he is president of the Fort Wayne Securities Company, stock and bond brokers.

Mr. Van Hart, a former resident of Kendallville, for many years was distributor of the Globe Slicing Machine Company in Detroit and San Diego.

Mr. Ortstadt is a well known local resident and vice president of the Kendallville Foundry.

In addition to the above named officers, the board of directors constitute Richard C. Cole, Ferris Shaffer and R. C. Ratto, all of Kendallville.

The reorganization was brought about through the sale of a block of stock held by eastern interests and subsequent resignation of H. T. Park, president, and W. H. Macomber, secretary - treasurer last January 3. Both had been associated with the company for nearly 25 years and had been active in the management of the company following the death of H. H. Macomber in 1940.

Mr. Welch, newly elected president, pointed out that "full ownership of the Flint & Walling Manufacturing Company has been brought back to Kendallville by the stock purchases." Organized in 1866, Flint & Walling is one of the city's oldest industries and for many years has engaged in the manufacture of windmills and electrically driven pumps.



The New 1950

Worcester Master

Brings Your Customers All the Features
They REALLY WANT!

There's Sales Appeal Aplenty In This Fine New Power Mower!

It's true! Worcester has the features that sell! Full 21-inch cutting width, to get the job done faster. Fast starting Briggs & Stratton engine that can be serviced anywhere. Finger-tip controls. Famed Timken bearings. Non-fixed handle. Special "Sta-Temp" blades and cutter bar knife. Parking in 1/2 the usual space. Big tractar-tread tires. In factall the features that make for effortless, efficient mowing; the features your customers really want, and buy!

Vigorous Ads to Help You Sell!

Dynamic Worcester ads are scheduled to appear in House and Garden, House Beautiful, American Home Better Homes and Gardens and 11 other consumer magazines, plus 11 metropolitan newspapers.

Result: a big campaign that makes it easier for you to sell the new Worcester Shear Master.

Take advantage of Worcester's sale appeal to help increase your business and profits.
Feature the new
Worcester Shear
Master — and the

entire Worcester
line, including the
18-inch Worcester
Power Master
(Lists at \$89.50
Lo.b., factory) and
four hig-value

BEARINGS

WORCESTER LAWN MOWER CO.

Savage Arms Corporation . Chicopee Falls, Mass

More Quality for Less Money Than Ever Before!

Powered by
BRIGGS & STRATTON
4-cycle
1 h p Engine

\$10950 t. o. b. factory

TIMKEN

t



Billings new LIFE-TIME Wrench

Sets in distinctive gift boxes, literally sell themselves! Women, as well as men, are attracted by the smart package with its woodgrained panel, its rich royal blue color. It's just the sort of practical "he-man" gift anyone will buy for Father's Day, birthdays and other gift-giving occasions! Two sets! Fast-moving LIFE-TIME Engineers' . . . double duty LIFE-TIME Combination Wrenches! PLUS new, sensational 8" Magnetic Tool Holder packed in each

Make Father's Day . . . June 18th . . . the kickoff date for EXTRA PROFITS in the huge year 'round gift market! Cash in on the fast turnover of Billings LIFE-TIME Wrenches in Gift Boxes . . . the ideal selling companion for your Billings Magic-Clerk Counter Dispenser . . . Stay ahead with Billings! ORDER FROM YOUR WHOLESALER.



TOOLS WITH TRADITION SINCE 1869

THE BILLINGS & SPENCER CO HARTFORD 1 CONN

Operating a Shop For Profits . . .

(Continued from page 98)

The credit policies of many retail farm equipment dealers are too loose and too loosely administered When a customer wants to charge merchandise or an overhaul job, he is taking money out of your business. There should be no offense to customers in the introduction of a sound credit policy in your service department. All business operates from the basis of a sound credit policy, or the business is constantly embarrassed, or eventually folds.

So a sound credit policy is essential in the shop. The application of such a policy, or the failure to apply it, can amount to the difference between profit and loss in the shop.

Mono Introduces New Tree Saw and Mower

THE Mono Manufacturing Company, Inc., 1333 Spring St., Atlanta, Ga., is offering the Mono-Tree Saw and Mower, designed for use in clearing land of trees and brush.



Powered with a 3 H.P. Clinton engine having a V-belt drive, the Mono unit is said to be capable of felling trees up to 18 inches in diameter and is equipped to mow small brush or tough weeds.

The unit can be adjusted for sawing on angles, hill sides, fence rows and other rough terrain. An adjustment for sawing felled timber can be made quickly and easily, according to the manufacturer.

The unit, which is steered by bicycle-type handle bars, is furnished with a 20-inch saw blade and saw set and has a frame of tubular steel with welded joints.

GIFT DEAL No. EMC

Includes

FOUR No. EM Engineers'

Wrench Gift Box Sets

TWO No. MC Combination

Wrench Gift Box Sets

TWO colorful Counter

er Window Display Cards.

YOUR COST - \$22.20

YOU MAKE - - \$11.10





INDIANA Dealer earns \$54,000 gross profit in one year with SIMPLICITY line "To my way of thinking, any product with the design and price advantages of Simplicity garden tractors is a 'sales natural'. A little extra selling effort and extra merchandising push was all that was needed to run the Simplicity line into a leading profit-maker for our store. I'd say that \$54,000 is proof of the pudding!"

Signed: MARION E. VAUGHN
Farm Implement Store, New Haven, Indiana

VALUABLE Simplicity DEALER FRANCHISES AVAILABLE

Sure, steady profit opportunity for qualified dealers in many areas

Now is your opportunity to sell America's biggest garden tractor value. Simplicity has recently completed a large scale expansion of production facilities which makes it possible to offer this popular line of garden tractors and implements to more dealers.

Check these advantages and see why Simplicity is the best line for you to sell:

Easy to Sell — Steys Sold. Simplicity has solid consumer acceptance. Ask any owner.

2 Performance Proved Models — cover the most popular ranges of horsepower classifications.

nonepower classifications.

Full Range of Implements — provides steady profit opportunity the year 'round. Implements interchangeable on both models requiring minimum inventory.

Competitive Prices — Simplicity offers the most for the money in tractors and implements — America's biggest garden tractor value.

Better Engineering, Better Materials, Better Workmanship — Simplicity has been in the precision manufacturing business for 28 years — has built a leading garden tractor line for 12 years.

Dependable Factory Support — Simplicity production facilities are the most modern and complete in the industry. The factory stands solidly behind every piece of equipment it manufactures. Dealers can depend upon Simplicity.

SIMPLICITY HAS THE PROGRAM

Consumer Advertising — Consistent schedules of large ads in leading national consumer magazines and farm papers — one of the biggest campaigns in the field.

Dealer Merchandising Aids — Colorful, well planned display material and promotional literature to help you sell.

Selling Plans and Suggestions — from the factory and from the Simplicity field man in your area.

Line up with the leaders now. Write to the factory giving us a description of your retail selling and service facilities, including a financial reference to expedite your inquiry. If you act quickly the big Simplicity program for 1950 can put extra profit in your pocket this spring.

ACT NOW! WRITE TODAY!

Simplicity

AMERICA'S NO.1 GARDEN TRACTOR

\$21950*

New 3 H.P. Model M with 4 speed transmission. Extra heavy steel frame and chassis. Parented quick-hitch. Other famous features The new 2 H.P. Model L, a twin to the M except in weight and power. The L features the same quality at only

\$14950° Implements extra

Rimplicity



Prices F.O.B. Port Washington, Wis.

MANUFACTURED BY

SIMPLICITY MANUFACTURING COMPANY, *PORT WASHINGTON, WISCONSID

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Diesel Conversion Kit for Farmall M Tractors

SHEPPARD Diesels, Hanover, Penn., at the recent 34th annual Pennsylvania Farm Show, announced the addition of a new three-cylinder, full-Diesel engine to its line of Diesel farm tractors and Diesel engines. The new diesel, Model 6M, is described as a complete conversion kit, designed as a complete conversion kit, designed and produced to convert Farmall M gasoline tractors to full Diesel power.

The unit is claimed to be the

first such unit engineered and produced for so sharply defined a purpose. While it will fit the W6, MV, 06, 0S6, 16, and T6 tractors and the Model U6 power unit, it was produced principally for the conversion of the Model M.

Installation of the full Diesel engine in the Farmall M tractor requires less than a day's time, with no special tools required for the change-over, and with all required parts contained in the kit, the manufacturer reports. Installation is said not to altar the physical dimensions of the Farm-

all M. All implements designed for use with the gasoline M can be used with the tractor after the change-over.

While the block and pan of the new 6M engine have been engineered to the exact dimensions of the M tractor frame, the engine. internally, incorporates all the features that are built into standard Sheppard Diesels. The 6M is full Diesel and utilizes the simplified Sheppard fuel injection and combustion system, which operates on practically any mineral oil or vegetable oil, it was announced Ignition is accomplished by the heat of compression alone, and there are no spark plugs, magnetos, carburetors, distributors, or any electrical ignition systems included, according to the manufacturer.

The manufacturer recommends that straight mineral base lube oil be used in the 6M engine (detergent oils are not required by this unit) and that it is necessary to change the oil in the crankcase only twice a year, in the spring and in the fall. Sheppard engineers point to the large oversize lub oil filter as the reason for lube oil economy. The use of this replaceable cartridge type filter. combined with the well-ventilated crankcase of the engine, is claimed to result in longer operating periods between oil changes.

Massey-Harris to Open Columbus Branch in July

ASSEY-HARRIS Company, Racine, Wisc., is in the process of constructing a new branch building at Columbus, Ohio, the sixth in the current Massey-Harris modernization and expansion program. It will be a modern singlestory building, located at 1165 Kinnear Road, and will be similar in design to the firm's recently constructed branch buildings at Omaha, Kansas City, Dallas, Atlanta and Memphis, According to H. H. Bloom, executive vice president, construction was begun early in December last year, so that the building would be completed by July this year.

The new building will have some 56,000 square feet of floor space and about 70,000 feet of parking and yard space, with rail siding and extensive docks for trailer trucks. Walls of the building are to be of masonry construction with the roof of in-



• Today farmers are considering their land in terms of grass. For grassland brings a *double* return: high profits and conservation.

For instance: A New Jersey study of two adjacent fields planted in row crops showed that grass cover halved the loss of nutrients due to crosion—and increased the crop yield by 40%.

The double-value of grass as a highprofit crop and as a guard against erosion is opening a *rich*, new market to New Holland dealers.

For New Holland has long been the leader in grassland farming—pioneer

of the first automatic pick-up baler . . . today's largest maker of pick-up balers . . . and, for 1950, producer of a farm-engineered, farm-proved line of grasslanding machinery, headed by the great new "77" baler.

Wide-awake dealers, too, are enjoying a present made prosperous, a future made secure . . . by GRASS! There may be a New Holland dealership open in your territory. Drop us a line and we'll be glad to talk it over with you.

NEW HOLLAND

"TODAY'S LEADER IN GRASSLAND FARMING"

NEW HOLLAND MACHINE COMPANY · A Subsidiary of The Sperry Corporation NEW HOLLAND, PA. · Minneapolis · Des Moines · Kansas City · Toronto

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sulated steel. A spacious showroom, as well as warehouse, parts department and branch office, will be included. Also, it will have fluorescent lighting, air conditioning and will be acoustically treated.

For the convenience of employees, it will include shower facilities, lunch rooms, and a fully equipped kitchenette.

Deming Issues Booklet on Running Water

THE DEMING Company, Salem, Ohio, announces the latest edition of a booklet on running water, "How to Select Your Water System."

The 28-page booklet contains helpful information on numerous subjects related to the proper selection and installation of automatic water systems, it was announced. And numerous illustrations make it easy to read and understand.



Subjects include protection of water supply against contamination, importance of using adequate sizes of pipe, explanations and diagrams showing different types of shallow and deep well pumps and their respective range of well depths and other facts about automatic water systems.

The new booklet is free on request to the Deming Company.

Hamill Purchases New and Larger Plant . . .

AMILL Manufacturing Co., Inc., has moved from Pleasant Ridge, Mich., to new and larger quarters at 3950 Van Dyke Road, Washington, Michigan. According to H. B. Hamill, customer acceptance of the company's line of tractor-mounted cultivators and tillage tools made possible the purchase of this new plant, with more than double the firm's former capacity. Hamill is also producing the Hansen precision vegetable planter.

Don Markus has been appointed sales manager, and promotion programs and dealer and distributor expansion plans for 1950 are already underway.

Three Loaders Announced By Dearborn Motors . . .

EARBORN Motors Corp., De-Utroit 3, Mich., has introduced a series of three newly designed material loaders, capable of taking the drudgery out of many farm tasks.

The basic unit, an implement that is said to fit into numerous lifting and loading jobs about the farm, is the Dearborn Standard loader. It has a load capacity of 750 pounds, and can be equipped with either a material bucket,



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YOUR CUSTOMERS AND SOIL CONSERVATION SUPERVISOR KNOW THE ADVANTAGES OF STUBBLE MULCH FARMING



Future production of our soil will depend almost entirely upon the treatment we give it. Saving the top soil, storing and conserving moisture where it falls are important. The Dempster combination carrier when equipped with 30" flat sweeps penetrates the ground at the desired depth, leaving residue on top, increasing waterholding capacity in the seed bed, checks evaporation and lessens soil blowing or washing. Ask your Soil Conservation Supervisor about the stubble mulch method.



Field Cultivator Spring Tooth Atlachment can be supplied in either 8', 10', or 12' size . . . may be equipped with either regular 16'' sweeps or 2'' x 10'' double point showels.



Tillage Attachment consisting of three 30" friction trip sweeps, shaker bars and rolling coulters. Also can supply in five sweep. This attachment has ample clearance for handling heavy stubble.



Where seed beds are prepared leaving residue on top, the No. 120 Drill Altachment places seed below the mulch and presses it firmly, leaving ground in condition to hold moisture with little danger of sail blowing.



No. 120 9' 12" spacing Deep Furrow Drill attached to No. 100 Carrier equipped with press wheels. Double hitch can be supplied for pulling two units.

Other attachments available for the No. 100 Combination Carrier include two and four-row listers, deep chisel attachment, stalk cutter attachment and a two and four-row knifing attachment for cultivating lister crops. There may be a Dempster Dealership open in your own vicinity. Write immediately for dealer prices and information.

DEMPSTER MILL MFG. CO.

FAR

manure fork, or crane.

The other two loaders are the Dearborn Heavy Duty loader and the Heavy Duty loader with hydraulic bucket and manure fork control. Both have a load capacity of 1,000 pounds.

All three loaders, easily attached to and detached from the Ford tractor, have the same rugged frame, dippersticks, and ram cylinders. They also use the same material bucket, manure fork and crane, which are sold separately.

The Dearborn Standard loader is operated by Ford tractor hydraulic control. The two models of Heavy Duty loaders are operated by self-contained hydraulic pumps.

Both new Heavy Duty loaders have a rugged bumper attached to the main frame of the loader and mounted in front of the tractor radiator, giving protection to the front of the tractor, as well as to the sides of the hood.

The Heavy Duty loader with the hydraulic bucket and manure fork control allows the operator to control the pitch of the bucket or fork at all times. This is a great advantage when loading manure or digging into sand, coal or



gravel. And with hydraulic bucket and manure fork control, it is not necessary to dump the entire load at once. Any desired portion can be dumped.

Three conversion kits have been developed to change the loaders where new job requirements so indicate. The kits make it possible to convert the Standard loader



FARM EQUIPMENT SECTION for Southern Hardware for MARCH, 1950

1950



District sales representatives in attendance at Deming sales meeting

into a Heavy Duty loader with hydraulic bucket and manure fork control. Another kit can be united to convert a Heavy Duty loader into a Heavy Duty loader with hydraulic bucket and manure fork control.

Deming Company Holds Annual Sales Meeting .

THE DEMING Company held its annual meeting January 2-6 at the company plant in Salem, Ohio, with all United States district sales representatives attending.

G. R. Deming opened the meeting by expressing his appreciation for the exceptionally fine work done by the sales force in 1949 and explained the building program carried on during the past year to expand the company's manufacturing facilities.

A new advertising program was announced by L. H. Taylor, advertising manager. Several state consumer farm papers have been added to the list for 1950. In addition, a complete direct mail program for dealers was outlined.

Four new sales representatives were appointed during 1949: Jack Klein, Eugene Steitz, Sidney Snyder and James Jamison, who are being assigned territories.

Kington Terrace Disc Has Hydraulic Action

K INGSTON Manufacturing Co., Roseville, Illinois, has announced a new terrace disc with hydraulic action for transporting on wheels and for adjusting depth of cut. The rigid disc features two gangs, raised and lowered hydraulically by control valves within easy reach of the tractor operator, it was announced. When gangs are raised for transporting to and from the field, the terrace disc can be haule ton hard or gravel roads up to 40 m.p.h.

Rigid construction is said to assure no trailing. The disc does not follow ground contour but digs right in, levelling the ground the first time over the field. By raising the wheels, cutting depth can be regulated from one to six inches turning the soil completely at all depths, it was announced.

By turning completely in a 10foot circle and by its ability to operate on waterways, strip and terrace farming, the terrace disc is said to save considerable operating time in the field. It can be used with any tractor, with or without hydraulic equipment.

The terrace disc will be retailed through farm equipment dealers. Full details are available from the manufacturer.



INNES INNES INNES INNES INNES INNES

REWARD! FOR FINDING THIS MAN!



Constant Power costs less than a single motor mounted on combine, sprayer or baler. Gives continuous independent power to any implement driven by p. t. o. — windrower, mower, front end loader, corn picker, forage harvester, etc.

INNES INNES INNES INNES INNES INNES INNES INNES

Description: He owns a John Deere A, B, or G tractor. Uses power take-off to operate several implements. Hates the drudgery of shifting and clutching, but doesn't know yet that Constant Power will enable him to run the power take-off continuously, independent of tractor clutch. You have a customer answering this description — sell him Constant Power

and collect the reward of a welcome commission. Order free literature today from Innes Company, Bettendorf, Iowa.

Innes CONSTANT POWER

Bettendorf, lowa.

FARM EQUIPMENT SECTION of Southern Hardware for MARCH, 1950



"DU-ALL" Riding Tractor

FLEXIBILITY OF USE helps the "Du-All" Riding Tractor and "Peppy Pal" Walking Tractor sell themselves. Numerous attachments help you to extra profits too, because they let Shaw Tractors seed, rake, saw wood, harrow, disc, cultivate. mow. plow and do hundreds of other jobs quickly and easily.

ECONOMY OF OPERATION. Patented, exclusive design assures maximum power and buildozer traction. Heavy-duty, tested engines get the most from every pint of gasoline . . . give customers more for every dollar.

FINE QUALITY AT LOWEST COST. Simplicity of design, mass production techniques, over 50 years farm equipment engineering experience result in low-cost, dependable construction...the kind your customers want. Easy to start, easy to run...a child can operate any Shaw Tractor.

ATTRACTIVE PROFIT MARGINS

Attractive profit margins are due to mass production and mass buying of raw materials. Special prices are offered to distributors buying in large quantities

SOME CHOICE DEALERSHIPS STILL OPEN

You can start cashing in on Shaw profit opportunities today. For complete information on how to build profits in the field of small tractors, write direct to manufacturer now

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MANUFACTURING CO.

8303 Front Street, Galesburg, Kansas

Profit From A Tractor Line That Helps Sell Itself

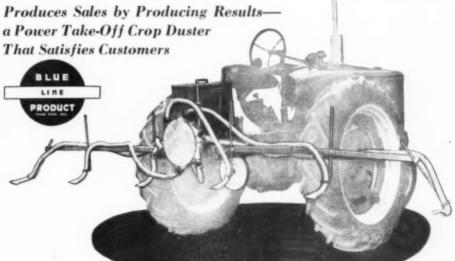
"DU-ALL" and "PEPPY PAL" Garden Tractors (4

"PEPPY-PAL" **Walking Tractor**

PLOW HARROW SEED CULTIVATE DISC MOW RAKE SAW SNOW-PLOW BULLDOZE

BLUE CROP DUSTER

- * Economically Priced
- * Long Lasting
- ★ Complete Coverage up to 20 or 25 feet
- * Quickly Mounted on Tractors
- **★** Accurate Quantity Adjustments
- * Built For High Speed Operation
 - · Liquid Fertilizer Distributors (Anhydrous Ammonia)
 - Tractor Planters and Distributors
 - . Tractor Drawn Disc Harrows



For full details, prices, specifications, and nearest jobber write or wire

JOHN BLUE Company, Inc. HUNTSVILLE, ALABAMA

Dependable Farm Equipment Since 1886

- Tractor Stalk Cutters
- Horse Drawn Planters
- Horse Drawn Distributors
- Horse Drawn Disc

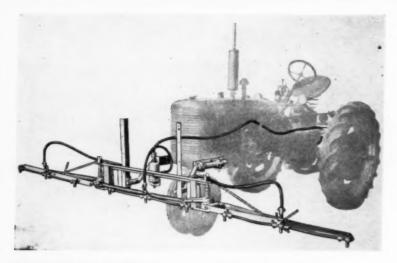
Harrows

FARM EQUIPMENT SECTION of Southern Hardware for MARCH, 1950

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Myers Front or Rear Mounted Tractor Sprayers

THE F. E. MYERS & Bro. Co., Ashland, Ohio, is offering a tractor-mounted, low pressure sprayer. The new Du-All model boom, said to be designed for the most rugged operations, has complete nozzle adjustment for spacing, all hose lines to nozzles, special wing safety hinges to eliminate breakage, and wing

leveling adjustments.

Three different boom lengths are available, and models are made for front mounting, as well as for rear mounting, on tractors, according to the announcement.

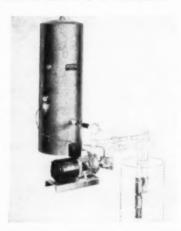
Decatur Pumps Feature Deep Well Conversion .

THE DECATUR Pump Co., Decatur, Ill., manufacturers of

Burks Super Turbine water systems, is featuring its new dualpurpose Life-Lok water system for 1950.

By adding an inexpensive Educer, shown here, the system is said to be changed from a shallow well to a deep well system, with no change made in the power or pump.

With fluctuations in the water levels, such as took place recently in New York State and other areas, the deep well conversion idea is described as invaluable.





WANTED

HARDWARE DEALERS WITH IMPLEMENT DEPARTMENTS

or dealers who can display and demonstrate this brand new design of a ride-on full-view tractor. A junior tractor for large farms...the primary tractor for small acreage farms. The first new design in a decade...now in its fourth year of successful operation...and a profit maker for live dealers.

FAST SELLING TRACTOR TO
COMMERCIAL GROWERS, SMALL ACREAGE FARMERS
AND POULTRY RAISERS

In a class by itself for commercial growers of onions, celery, carrots, and other truck crops. One model designed for nurserymen cultivates trees 4 feet tall. GH tractor is new..it does not compete with garden tractors or farm tractors. Write for details of selling franchise.

GB TRACTOR

GRAND HAVEN STAMPED PRODUCTS CO.
GRAND HAVEN, MICHIGAN

NEW COLUMBIANA "ALL-IRON" PITCHER SPOUT PUMP



 Here are some of the outstanding features that make Columbiana the preferred name in hand pumps for the entire world:

A DUMPS for the entire worth.

ANON-DRIP SPOUT

ANOI-DRIP SPOUT

ANTI-FREZE ACTION

CANTI-FREZE ACTION

BEARER

CUTAWAY BASE permits plecing
bucket directly under speut

Designed for wells and cisters up to 25 feet deep. This low-price, high-quality 20-pound pump is 18/" high, has a 3" polished cylinder diameter and a 1/4" suction connection for standard pipe tap. Finished in handsome green enamel. Write today for complete information.

Established 1888

Columbiana PUMP COMPANY

COLUMBIANA, OHIO, U. S. A.

for Performance

For two generations, Thompson sprinkling irrigation equipment has given consumer satisfaction. Constant additions and refinements keep the line in the forefront of the sprinkler field.

ORDER TODAY from your jobber for your Spring requirements

WRITE TO US for your 1950 Thompson Catalog

THOMPSON MANUFACTURING COMPANY

Since 1907

2261 E. SEVENTH ST. LOS ANGELES 23, CALIF.

Southern HARDWARE

Hardware and Allied Lines - Farm Operating Equipment

Vol. 119

April. 1950

No. 4

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CONTENTS

Editorial	23
The Problem of Future Orders	61
Distribution Through the Wholesaler	63
Cincinnati Convention	65
Government Is What We Make It	66
Traveling Salesroom	69
Operating Delivery Trucks	71
Promoting Game Supplies	74
	76
Radio Auction	77
Helping Farmers Go Modern	79
Year-Round Toy Volume	81
Tri-State Convention	84
Arkansas Convention	86
Tennessee Convention	88
Business Trends	12
Industry News	14
New Products & Sales Promotion Material	20

FARM EQUIPMENT SECTION

One-Year Guarantee	147
Operating a Shop for Profit	150
Trade-In Problem	156
Service Your Own Brand!	158
Farm Safety Program	162
Service Conscious	164

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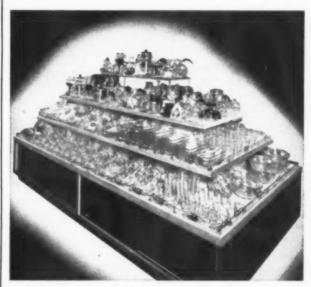
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SOUTHERN HARDWARE for APRIL, 1950

Step UP Your Profits with Step UP Display Fixtures



Association Designed

SHOPPING ISLANDS

Are Flexible and Versatile!

It's "eyes right"... right on your featured merchandise when it's displayed on easy-to-see, easy-to-reach display fixtures... they're Association-designed for Association members only. Attractive Shopping Islands add 50% more display space to your store. They're durably-constructed of high-grade mahogany, oak or birch, with ample storage-space underneath for reserve stocks. Top step-ups can be quickly arranged to accommodate all sizes and shapes of merchandise.

Association Step-Up Display fixtures are unexcelled in beauty, workmanship and price. They are shipped completely assembled, ready to go to work at once. See association-designed fixtures first before you buy!

For Complete Store Planning Consult Your State Association

Streater INDUSTRIES, INC.

Our Fixtures Available Only
Thru State Hardware Ass'ns



Make those EXTRA Chain Sales with the Cleveland Sales-Master

6 Reel Display with 4 storage bins Sells More Chain

The Cleveland Chain Sales-Master rings up many sales that would otherwise be lost. It's, in reality, a super chain salesman.

An efficient companion of the famous REEL SALES-MAN, the Sales-Master is built for heavy duty service in large stores. It gives you a big, capable extra salesman specializing on the one job of selling chain—and doing it well.

The Sales-Master holds six full reels, or their equivalent in one-half or one-third reels. It has four storage bins in the base for stocking ROUND welded coil chain.

If you'd like to put one of these big profit-makers to work right away, see your jobber. He'll gladly give you full data.

A-2078





The Reel Salesman turns the sales spotlight on ROUND Chain. It holds 4 reels (or their equivalent in ½ or ⅓ reels) of popular small sizes of welded and weldless chains.





CASHING IN ON A VALUABLE ASSET

S COMPARED with most other lines of trade, the hardware business offers certain definite and important advantages to the independent operator. But, too often, he fails to recognize them. Too often, he thinks of chain-store competition in terms of groceries, or drugs, or clothing.

First, there is the obvious fact that hardware, as a line, is not attractive to the chain-store merchandiser. The turnover is too slow. Most hardware items are bought for years of use; whereas the chain-store operator prefers to sell something which is consumed quickly or has a short life, and must be replaced within a few days or weeks.

Second, in buying so-called durable goods, the consumer is likely to be more interested in quality and durability than in the possibility of saving a few cents on the purchase price.

Third, most of the manufacturers of recognized, high-quality hardware lines prefer to sell through the long-established wholesaler-to-retailer channel. And so, as a rule, the advertised, recognized, well-known brands of hardware are found in the independent hardware stores—and not in the chains. Or if the well-known manufacturer also supplies merchandise to the chains, it is usually private-brand merchandise; the brands which are the recognized hallmark of quality are reserved for the independent retailers.

Accordingly, one of the most valuable assets of the independent hardware retailer is his near-monopoly on the brands and trade names which for generations have been synonymous with quality.

Or—it could be one of his most valuable assets if he consistently tried to capitalize on it. But, too frequently, the independent hardware store fails to feature prominently the brands which it carries.

When the consumer buys tooth paste or coffee, he usually calls for a certain brand, for this is something which he buys frequently. But when he shops for a hammer, or a hoe, or a padlock, it may have been years since he bought one of those items before. He may not be able to recall the brand names. He probably wants to buy a quality brand, but he needs to be reminded of the name. When he is reminded of it, the name no doubt will be familiar to him, and will give him the assurance of quality.

So it is the part of good merchandising to feature prominently these well-known, advertised, brands and trade names. They should be stressed in newspaper, radio and direct-mail advertising. They should be featured in window displays, and on display tables and fixtures inside the store. And, it goes without saying, the sales people should be trained to sell these quality brands intelligently and effectively. In such a merchandising program the independent retailer will be cashing in on a most valuable asset.

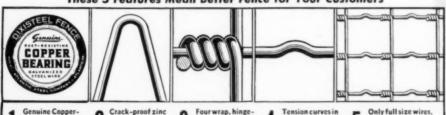
Trade Topics



Sell the fence that is Southern made for Southern needs . . . that makes satisfied customers for you—DIXISTEEL FENCE.

See your wholesaler or write today for full information on the complete DIXISTEEL Fence Line.

These 5 Features Mean Better Fence for Your Customers



Genuine Copper-Bearing steel wire, rust-resisting through and through

2 Crack-proof zinc armor further protects wire from devastating rust

zine r from 3 Fourw joint c stay w slip or

Four wrap, hingejoint construction stay wires won't slip or pull loose

Tension curves in line wires allow for expansion and contraction

5 Only full size wire accurately and correctly spaced are ever used



BACKED BY SOUTHERN ADVERTISING TO BUILD MORE SALES FOR YOU!

Dixisteel Fence ads appear regularly in publications reaching 373,471 farmers.

Atlantic Steel Company

ATLANTA, GEORGIA

The Problem of FUTURE ORDERS

Placing orders for seasonal merchandise in advance of the season is a long-established practice in the hardware trade which should be continued. Its advantages include economy in production and assurance of adequate inventories



A mong the recognized traditions of the hardware trade is the practice of placing orders for seasonal merchandise in advance of the season.

This is not one of those practices which originated during the war-time emergency period. It is an old, long-established custom. It dates back as far as any of the present generation of hardware men can remember, and perhaps much farther. In the early annals of the Southern Wholesale Hardware Association-in the convention records of the 1890's-we find references to the practice, which was common even in those days, of taking orders for seasonal goods to be shipped at some specified future dates.

But during the war, and in the immediate postwar years, our normal business practices were disturbed. Supply fell so far below demand that allocations replaced the normal routine of taking orders for merchandise. The practice of placing future orders for seasonal goods more or less disappeared because a dealer could only hope to obtain, at the start of each season, his minimum seasonal requirements, through the allocations given him by his suppliers.

As supply again came into bal-

By W. H. Terstegge

President, Stratton & Terstegge Co., Louisville; and President the Southern Wholesale Hardware Association

ance with demand, last year, it was expected that the normal practice of placing future orders for seasonal merchandise would be resumed. But there was a general feeling a year ago that prices were too high, and would have to come down. Many economists predicted that we would have lower prices, and these predictions were broadcasted generally by press and radio. Then, too, men high in government circles preached the doctrine-perhaps because they thought it would meet with general approval-that prices were too high.

In view of these widespread predictions and warnings, what could have been expected? Just exactly what did result, which was that many dealers decided it would be safer to refrain entirely from placing orders for seasonal goods ahead of the season. On the other hand, there were other dealers who either did not agree with the warnings or were not influenced by them, so they resumed the normal prewar practice of placing orders in advance

for their estimated requirements of seasonal merchandise. And, in general, it seems that the latter fared better than did the dealers who waited until the start of the season to place their orders.

That the economists wrong, or at least only half right. is best illustrated by reviewing the performance of two staple items in the hardware trade. First, ammunition sales on the part of manufacturers, wholesalers and dealers probably suffered the worst decline in volume of any hardware item; and, too, there was a price decline about mid-year. On the other hand, screen cloth pursued an opposite course. Supply was not adequate and there tended to be a scarcity throughout the year, which situation was not helped in the least with a strike in the steel industry last fall. In addition, about the first of this year, there was an advance in price.

Now the two items mentioned, ammunition and screen cloth, are somewhat representative of the hardware line as a whole, and their record of last year may indicate the difficulty of trying to apply one uniform policy to any and all hardware items. Yet, except under unusual or abnormal conditions, the practice of placing

future orders for seasonal merchandise is sound and logical, and works out to the best interests of both the merchant and his supplier as well as the manufacturer. And since the custom has prevailed for so many years, it should not be hard to determine just what these good, sound and logical reasons are for continuing this practice from year to year.

In order to study this problem, just imagine for a moment that you are a manufacturer of a seasonal item—an item that sells readily to the consumer only three or four months during the entire year. You have just come to the end of your season, and in planning your operations, you of course try to look ahead to your next season, which is some eight or nine months away.

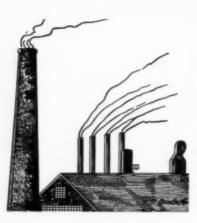
Now how would you start to prepare for that next season? Would you start by manufacturing thousands of items, involving the purchase of large quantities of raw material, with a huge payroll, and going into debt during the months when no money is coming in, when you did not know whether the wholesaler would buy your line or would buy a competitor's line? Or when you had no dependable information as to how much your wholesalers would buy?

Or if you were a wholesaler, would you gamble your money in a large inventory of items that would not sell for eight months, without knowing what amounts your customers might need? Certainly the wholesaler or distributor who contemplated placing such an order would at least want to know the extent of the inventory that is in thousands of dealers' hands, how much they carried over, and whether there were any items that became unpopular and would not be reordered because of slow sales.

Dealers' Needs

Unless a wholesaler has some tangible evidence as to what his dealers' requirements will be, he would seem to be very foolish indeed to place substantial orders for next season's requirements eight months in advance.

These are the conditions that have caused the wholesaler to ask a dealer about his stock; to inquire as to its movement during the previous season, as to what was left over, and as to what were



When supplied with advance orders for seasonal merchandise, factories can operate more efficiently and at lower costs

the best-selling numbers. Also, he naturally would want to know what the dealer expected would be the best-selling items in the coming season.

Then, after the dealer's time has been used in making this investigation and in the accompanying discussion of his merchandising problems, what is more natural and logical than for the dealer to place an order for all or a substantial part of his estimated requirements when all these pertinent factors are fresh in his mind? This practice of placing future orders on seasonal goods has been of such value to wholesalers that the custom has grown generally of allowing a future dating on the invoices covering such orders. This is a help to the entire industry. It enables the distributor to have orders in hand covering the dealers' immediate estimates for the season ahead. On the basis of these orders he is then able to place his own firm order with the manufacturer. If the dealers or the wholesalers under-estimate their requirements, this can generally be remedied by ordering additional goods at the beginning or during the active selling season. If the estimate proves to be a little liberal, this can be remedied by neither the dealer nor the wholesaler placing any additional orders during the season.

Cooperating with wholesalers generally, manufacturers of seasonal merchandise find it very advantageous in obtaining future orders to give, in turn, a dating. This enables wholesalers to stock merchandise during the off season and to give the manufacturer

a steady flow of orders so that he may anticipate the trade's requirements and run his plant on an even keel. Of course, this is the most efficient and logical way for any manufacturer to produce at his lowest cost.

Without future orders, the manufacturer of seasonal merchandise would need a plant several times its present size so that he could produce in three or four months the requirements of the consuming public at the time they want his product. Such a plant would lie idle for the greater part of the year, and obviously this would be a very inefficient and expensive method of manufacturing any article. On the other hand, as a result of giving dating to a wholesaler, the manufacturer has a backlog of orders which allows him to operate a smooth-running. continuous business, at maximum efficiency and at far lower costs than would be the case if his plant were running only a few months out of the year.

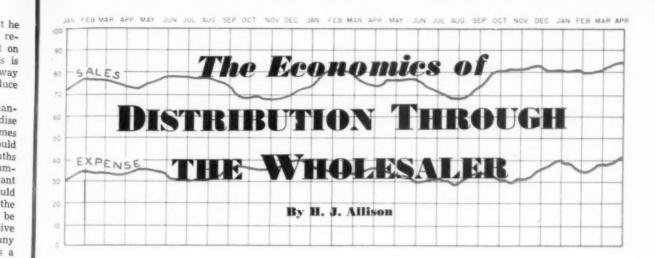
This is more than a custom. It is a logical manufacturing operation which is secured by the producer in return for the granting of dating to the wholesaler; and this latter, in turn, passes on to the dealer the benefits of prices and terms that are made possible by economical and efficient manufacturing of seasonal items.

Consumer Needs

The dealer level is the first to experience any change in style, ideas or improvements, and to know what price ranges appeal to the consumer. Thus, in a normal season, when dealers place future orders for seasonal merchandise with their wholesaler, the latter is then able, by compiling orders from his various dealer customers, to transmit to the manufacturer a definite picture of the consumers' wants and needs over a very wide territory.

Now in view of last year's experiences, the question may arise as to whether general expectation of price declines will again operate this year as a brake on the practice of placing future orders. Any predictions are hazardous, of course, but, in general, it seems safe to say that there now seems little reason to expect any general downward trend of prices this year.

There are still many opinions (Continued on page 90)



W HAT justification is there for the wholesaler, in the distribution of hardware? Is he an essential link in the chain of distribution? Does he perform his functions efficiently and at reasonable cost?

These are questions which it is necessary that we ask ourselves occasionally as we listen to complaints - much of it idle talk, of course - about the costs which are added as merchandise travels the often long and devious route from

producer to consumer.

From time immemorial the socalled "middle-man" has been the whipping boy of demagogs, soap box orators and would-be reformers. No doubt there have been. and still are, middle-men who, by reason of special circumstances or conditions, have been able to take advantage of situations which have made it possible to levy an excessive charge before the ultimate consumer pays. The modern, efficient wholesale distributor, however, vehemently denies that he is a "middle-man" in the popular sense of the word or that his services increase the cost of merchandise adaptable to wholesale distribution, but rather he is a definite means of economy; he reduces the cost of distribution instead of increasing it.

In the open competitive markets of the American free enterprise system, no method of distribution can hold its "place in the sun" if it does not render a service worthy of its hire.

Hardware is only one of many prominent industries which utilize across the land, hundreds of long-established, highly successful, and altogether indispensable wholesale distributors in order that the products of the industry may reach the ultimate consumer in the most efficient manner and at the lowest cost.



president Allison is Allison-Erwin Co., wholesale distributors, Charlotte, N. C He is a past president of both the Southern Wholesale Hardware Association and the National Wholesale Hardware Association

Persistent efforts have been made over the years, and are still being made, to develop more efficient and more economical means of distribution. Such is the nature of the "trial and error," "profit and loss," "free enterprise" system on which this nation of ours has attained the highest level of economic progress ever known to

Within the life span of many of us, chain stores and mail order houses have developed to tremendous size and with a network of branches and retail stores extending into practically every trading area of the country. Undoubtedly this growth has been at the expense of many independently owned businesses. Nevertheless, the Department of Commerce figures indicate that the volume of sales of hardware wholesalers, as well as of many other wholesale groups, has shown greater increases in recent years than the largest of these newer competitors.

Students of modern merchandising have long recognized the fact that these more recently developed methods of merchandising have not eliminated functions.

Manufacturers going direct to the retail dealer with their merchandise do not eliminate the function of the wholesaler; they simply do it themselves and include the cost in the price they charge the retail dealer. If it requires warehousing at strategic locations over the country, they provide their own warehouses. They send their own salesmen to call on the retail dealer, they handle each individual order; do their own billing, collecting, and all the other functions performed by the independent wholesaler.

Likewise, when the manufacturer goes to the ultimate consumer with his product he does not eliminate the functions of either the wholesaler or the retailer; he merely performs it himself and collects the cost of these functions in the price he charges the ultimate consumer.

No fair-minded wholesaler will maintain that every manufactured article must be handled by some

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wholesaler to achieve the ultimate in efficient and economical distribution. Admittedly, there are certain lines of merchandise in which best results can be obtained by some other method of handling. However, "hardware" in the main covers a broad line of merchandise which, in most cases, reaches the consumer at the time and place needed in the most

efficient and economical manner, when distributed through the wholesaler-retailer channel.

In the freedom of choice we still have in America, it is only right and proper that each manufacturer should weigh the evidence and select that method of distribution which seems best suited to the needs of his particular line of merchandise. But we might emphasize the suggestion that he should weigh the evidence.

It is unfortunate that statistical evidence of the economy afforded by wholesale distribution is not more freely available to substantiate the evidence available in many other ways of the value and economy of the wholesaler in modern merchandising. Undoubtedly, many cases could be found to prove in cold dollars and cents the savings involved. But these comments will deal with just one case with which I am familiar and which I have watched with great interest for a considerable number of years.

A Case in Point

In one very prominent industry. the total annual sales of which run into a good many hundreds of millions of dollars, there are, in addition to a large number of medium and smaller manufacturers, a "big three." And of these three, two afford a clear-cut comparison of different methods of distribution.

Manufacturer A distributes exclusively through wholesale distributors. Manufacturer B sells only direct to the retailer. Since the sales and net earnings of both companies have been published for many years, it is possible to compare the net results over a long period of time.

During six prewar years, from 1936 through 1941 inclusive, Manufacturer A showed an average net income after taxes (including a substantial loss in 1938) of 4.55%

From the viewpoint of the manufacturer, this article presents convincing proof that distribution through the wholesaler is more efficient and more profitable-proof in the form of a several-year comparison of sales and net profits of leading manufacturers operating in the same field

> of sales. During the same six years, Manufacturer B (including a somewhat smaller loss in 1938) showed an average net income after taxes of 3.71% of sales.

During War Years

During four war years, 1942 through 1945 inclusive, Manufacturer A's net was 4.0% of sales whereas Manufacturer B's net was 2.71% of sales.

In three postwar years Manufacturer A has had a net of 6.72% of sales and Manufacturer B a net of 5.12% of sales for the same period.

Preliminary estimates of net for 1949 so far published indicate that Manufacturer A's net on sales last year were at least 50% higher than Manufacturer B.

During the entire period in question, embracing a period of thirteen years, Manufacturer A has shown a net after taxes of 5.79% of sales: and Manufacturer B, 4.40% of sales.

In other words, Manufacturer A, whose entire sales are distributed through wholesale distributors, has shown a 311/2% higher net percentage on sales than Manufacturer B who sells direct to the retail dealer.

It is also interesting to note that in thirteen years from 1936, Manufacturer A's sales have increased 251% as against Manufacturer B's increase of 214% during the same period.

Postwar Years

Unfortunately, it is not possible to make the same comparison with Manufacturer C, who formerly used both methods but during the war abandoned the wholesalers and switched to selling direct to dealers; for in this case no prewar figures were published. However, during the war Manufacturer C's net on sales was 3.87% in comparison with Manufacturer

A's 4.05%. During the first three postwar years, Manufacturer C showed a net of 9.17% of sales as compared with Manufacturer A's 6.72 percent of sales. However, preliminary figures published for the competitive year 1949 indicate that Manufacturer A's net on sales will be 98 percent higher than Manufacturer C's net on sales.

The writer is personally acquainted with this industry, since our company is one of Manufacturer A's wholesale distributors. and I have watched these figures with the keenest interest throughout this entire period. It is a very clear-cut case involving in A and B. manufacturers of equal prominence, both dealing in nationallyadvertised, high-quality merchandise and where, so far as the product is concerned, there is little to choose between them except as to their methods of distribution.

Efficient Distribution

It also happens to be a line of merchandise which requires wholesale distribution-and Manufacturer B has undertaken to provide such distribution by his own warehouses strategically located throughout the country. Adequate service to the retail trade cannot be maintained from the factory and the evidence would indicate that this otherwise highly successful and very prominent manufacturer cannot accomplish this result as economically as Manufacturer A has done through his selected group of distributors serving the trade efficiently and, I am confident, profitably to themselves and to their customers, throughout the entire country.

Hardware wholesalers have never enjoyed any monopoly on distribution. They have had to meet all comers in holding their place in the merchandising world. If they are ever to enjoy any preference, it must be that which they create for themselves by the "efficiency" of their performance. This not only means economy of operation; it also means better merchandising, better selling. more efficient handling of dealer orders and more complete and effective representation of the manufacturer in the trade territories they have obligated them-

selves to serve.



The skyline of Cincinnati as seen from the Kentucky shore

CINCINNATI CONVENTION

Features of the Convention Program

POR THE third time in recent years, the annual joint convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association comes to Cincinnati—during the period of April 3 to 6, inclusive. The convention was first held in Cincinnati in 1944, then again in 1948.

Advantages of the Queen City are its splendid hotel facilities and the fact that it is so easily accessible to most of the members of both associations.

The general convention schedule this year will follow much the usual pattern. The joint opening session on Monday night will be followed by brief joint sessions on



Dr. E. G. Nourse
One of the principal speakers at the joint convention



W. H. Terstegge President, the S. W. H. A.

Tuesday and Wednesday mornings, each starting at 11:00 A.M. and each one featuring only one principal speaker.

The speakers for the three joint sessions are: Monday night, Tom Collins, of Kansas City, Mo., wellknown humorist and inspirational speaker; Tuesday morning, Dr. E. G. Nourse, past president of the American Economic Association, for several years vice-president of the Brookings Institution, and more recently chairman of the President's Council of Economic Advisers: Wednesday morning, Cecil Palmer, prominent British publisher and lecturer, who will give a first-hand report of Britain's socialistic experiments.

Five separate business meetings of the Southern Wholesale Hardware Association are scheduled. Two of these are special sporting goods sessions, on morning and afternoon of Monday, April 3. Also, there will be separate business meetings of the Southern Association from 9:30 to 11:00 A. M. on Tuesday and Wednesday mornings, and the annual meeting of the association starting at 10:00 A. M. on Thursday morning.

Following are some of the scheduled features for the proprogram of the two sporting goods sessions: a three-way discussion of "Sales Promotion Through the Wholesaler," in which one prominent manufacturer will discuss fishing tackle,

(Continued on page 98)



Cecil Palmer Another principal speaker on the convention program

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Government is What We Make It

DEAR MR. HARDWARE MAN:

This letter is addressed to you because we speak the same language. It is not dictated by maudlin sentiment. It is prompted by the cold, frightening fact that socialism, bastard half-brother of communism, threatens your business life and mine. An all-powerful central government is in the making under which our every move will be directed from Washington.

Through free exchange of information and open discussion of common problems the hardware industry has reached a high standard of business practices and integrity. I can speak to you frankly, therefore, about the biggest, most nearly all-inclusive problem of them all and the weaknesses within our ranks that threaten its successful solution. The problem, briefly stated, is this:

Shall we continue to reap the rewards of a system of free enterprise or forfeit past and future efforts to preserve the liberty and traditions that have permitted us to build and prosper and be happy?

American citizenship is a priceless possession. How long and to what extent we continue to enjoy its manifold blessings depend upon adherence to the constitution and maintenance of the government from which it stems.

Our forefathers labored long and painfully to bring forth a constitution that still stands as the greatest document of its kind ever written. It provided for a representative form of government—recognizing, above all, the sovereignty of the individual and limiting his rights only by the point of encroachment upon equal rights of others. It provided for a legislative branch to make laws, a judicial branch to interpret, and an executive branch to administer them. It left to the several indi-

By Fred C. Barksdale



Mr. Barksdale, first vice-president of the Southern Wholesale Hardware Association, is vice-president of Brown-Roberts Hardware and Supply Co., Alexandria, La.

vidual states all powers not found necessary to specifically delegate to the central government for the protection and over-all good of the nation.

It isn't perfect. It never will be. But it's the best that man has been able to work out. Its weakness lies in human frailties—frailties of us who are its blessed beneficiaries.

The quality of our government depends upon the quality and integrity of the officials we elect. Their choice is up to us—our responsibility and, so far, thank God, our privilege. Government, then, is what we make it.

It should be needless to remind one that under the American system of free competitive enterprise this land of ours in the short span of 160 years has developed from a nucleus of thirteen struggling colonies in a virtual wilderness to forty-eight states reaching across the continent and comprising the mightiest nation on earth

We have prospered beyond the

most extravagant dreams of any other nation in the world's history. Luxuries to foreign potentates are bountiful and commonplace necessities to the American laborer, while surpluses of our farms and factories are siphoned abroad to satisfy the hunger that stalks in foreign lands. And, if we meet our responsibility and exercise our privilege as citizens, the limit of our possibilities is not in sight.

Surely our system is worth preserving, not only for ourselves, but for oncoming generations. But liberty is everybody's job and citizenship is a full-time occupation.

Occasional flag waving and Fourth-of-July whimpering for national heroes are not enough. America needs us in peace as well as in war. She needs us urgently now, for danger threatens, and more from within than from without. Individual rights are steadily vanishing, local self-government is groggy under relentless attacks, private ownership is branded as wicked and profit is pictured almost as theft from the needy.

Already entrenched, greedy tax eaters prey on tax payers and piously pose as guardian angels of the under-privileged while they squander (for votes) that for which you have toiled and sweated.

Just as Fabian held that Hannibal could be conquered only in small sectors by piecemeal operations, so do Fabian socialists eat doggedly at the very vitals of our government, one by one. They won't admit their identity, but parade behind the mask of "Economic Planners" and work in the name of liberty until they can take over, lock, stock and barrel. After that, just one more stepdictatorship, whether called communism, fascism, or some more soothing name. That we are responsible for election of many of these socialists to high office is a

sickening reminder of our negli-

If you feel there is undue alarm over the position into which the "planners" are fast working America, look at the course of other countries, England being a recent and pathetic example. Surely, the plight of Britain, whose socialistic nose is held barely above the waters of economic chaos by doles from American free enterprise, does not invite the envy of our people.

What Happened in Britain?

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There the "Fabian Society," avoiding the word "socialism," advocated the "welfare state" and gradually infested, one by one, labor groups, schools, churches, news agencies, movies, radio. They formed a political arm, now known as the British Labor Party. They first worked with and finally destroyed England's Liberal Party.

Then in 1945 came realization that socialism, now acknowledged as such, had come into power with its less-work-and-more-pay doctrine and its epidemic of something-for-nothing schemes. England has already "nationalized" eight of her leading industries and services. Others have been just marking time under strict government control, as socialist leaders awaited the results of the recent British election and planned for the day when private ownership will be but a nostalgic memory.



"Greedy tax eaters prey on tax payers and piously pose as guardian angels of the underprivileged while they squander (for votes) that for which you have toiled and sweated."

Think, Mr. Hardware Man, how far America has gone on the road that led England to poverty and regimentation. We have the "welfare state" with fast expanding welfare activities already taking 6% of the tax dollar, and another

Mr. Busines, Man,

any-Old-Jown,

U.S. A.

From one who has devoted much of his spare time for many years to working for better government, comes this stirring appeal to business men to assist in the fight to preserve our traditional system of free competitive enterprise. Here is an enlightening story of the long steps our "economic planners" have already taken us on the road to a socialistic, welfare state. But though time is running out, we can still halt this trend if we will.

13% going for interest on a fantastic public debt, while the "planners" take us deeper in the hole every day. Another 15% goes for veterans' benefits — some worthy, but most falling in the category of vote-catching schemes.

Already the American labor party has elected senators and representatives in the East, while socialism has eaten into and practically destroyed the Democratic Party as we knew it.

The 760 million dollar TVA project, operating at a big loss that must be covered by your taxes and mine, has forced privately owned power companies to the wall in five southern states. Announced plans for a nation-wide network of other "Valley Authorities" will complete the "nationalization" of the power industry.

The Federal housing program, already constituting a national scandal, puts government deeply in the real estate and building business. Rent control and other emergency war measures continue four years after surrender.

Socialized medicine, dishonestly called "Health Insurance," is a constant menace. The President threatens government entry into steel and other big business. Federal money-lending agencies, employing 27.000 people, drive steadily toward "nationalization"

of banking. Tax-free co-ops fatten on tax-burdened independent business. And now, unblushingly, comes the quintessence of scatter-brain socialistic humbuggery—the Brannan farm plan. And all the while a typically communistinspired, determined effort to divide America by aligning race against race, church against church, North against South, East against West, But why go on? The list is endless.



"Surely the plight of Britain, whose socialistic nose is held barely above the waters of economic chaos by doles from American free enterprise, does not invite the envy of our people."

Recent elections in Australia and New Zealand reflect the faint hope that socialism is becoming known for what it really is. And a noted authority whose opinion I highly respect expressed the conviction that public attitude to-

ward our American way of life has improved in the last twelve months.

But don't kid yourself, Mr. Hardware Man. America is still sliding down the gang-plank of socialism greased with glittering promises of security from conception to resurrection, with free lollipops, cocktails and a tax-payer strip tease on the way.

Business, with more at stake than any other group of our society, is the whipping boy of all foreign isms. And business must arouse from its drowsy complacency and fight back — fight the whole crackpot caboodle from free medical soup to Brannan farm nuts. We gain nothing if we win an occasional skirmish close to home and, in the end, lose the war.

If we are to halt this economic binge, our first job is to recognize our own weaknesses and strengthen our battle lines. Our ailments fall under two general headings, namely, apathy and selfishness.

Insidious Disease

Apathy is a contagious disease and springs usually from one of four causes: 1, lack of information; 2, fear of political reprisal; 3, the defeatist or what's-the-use attitude; and 4, complacency almost to the point of don't-give-adamn.

Let's be frank and admit that too many in the business world, even some of the big boys, fall in one or more of these groups. And you, Mr. Hardware Man, can convert many of them to the cause of Americanism.

Here you can doubly justify that name you've won as a leader in your community. You alone know how best to use the talents that have brought success in your civic and business activities. But here you have a fertile field in which to work and your efforts will pay dividends now and throughout the years.

Our second weakness, selfishness, is typified by the man who plays politics for what he can get out of it. You've seen this fellow jump on the band wagon of a sure winner, or make an under-the-counter contribution to every candidate, leading each to expect his support. Then there's the business man who trades his support for a government contract.

There's a difference between "playing politics" and being interested in public affairs. You can help make "playing politics" an unpopular pastime.

68

EDITOR'S NOTE: To help spread this vitally important article, we are arranging to furnish reprints at our approximate cost, including postage. Reprints will be in form of a four-page folder, with the first or cover page giving just the heading and a summary of the article. Use this form to order a supply, and help distribute copies where they will be most effective.

SOUTHERN HARDWARE

806 Peachtree St., Atlanta 5, Ga.

Let's preach the doctrine that the fellow who sells his vote for personal gain, whether business advantage, straight-out money consideration, or some fancied honor, puts himself on the same plane as the dishonest politician he condemns, but with whom he trades. Human nature being what it is, the only effective appeal to the selfish is through convincing proof that they are playing a losing game. Remember the guy in biblical times who sold his birthright for a mess of pottage?

When we have strengthened our lines, what next? Plenty! Interest yourself, my friend, in governmental affairs—local, state and national. Serve on local boards and committees, if you can. See that your family and friends are registered and vote in every election.

Set the qualifications of a candidate above his ability to play the piccolo or to promise what he doesn't own. Vote for character and integrity, for men who hold preservation of human liberty as their first duty. Vote into solitary political confinement the "planners" who preach the doctrine of something for nothing.

Not many statesmen reflect the sterling qualities of Senators Taft, Byrd, George, and a few others. But in Washington we do have many capable and conscientious men in both houses of the Congress. Keep in touch with them. They want to know your views. Compliment them on work well done and give 'em hell if they betray us. But remember, there's too much at stake and their time is too valuable to use on petty personal favors for constituents or congratulating parents of newborn babes. Let's give them a chance to serve as congressmen should.

And here's something else. You

can bombard your congressional delegation with a protest that will echo in the White House about that wild orgy of prodigal spending that can soon lead us into national bankruptcy. Buying votes with a mortgage on our children must stop.

If you have the time to divide that public debt into understandable figures, you'll find it equal to about \$360,000.00 for every day of every year since the Birth of Christ. And now comes the president with a budget of forty-two billions for the next year, itself equal to about \$60,000.00 for every day of these last 1950 years. But again we must be consistent in our fight. We can't logically condemn extravagance in one breath and put the pressure on for an unneeded post office or some other form of hand-out in the next.

Inefficient Spending

Government produces nothing. Its only revenue comes from its citizens through taxes. And, wisely spent, we get more for our tax dollars than for any other money we put out. But Washington just can't spend that much money wisely. Witness the "efficiency" reflected in irresponsible hit-andmiss practices such as disgraced the gasoline rationing farce and now comprise a national scandal in the public housing racket.

Time is running out but, so far, the way is still open. The road is rough and "economic planners" lurk to frisk us out of our birthright. But remember, government is what we make it.

Lev Barks ral,



The Peden bus, left, is used not only for sporting goods but to dis-play all important seasonal lines in season. Both Jack Caraway, Peden vice president and sales manager, left, and E. C. Bullington, who serves as salesman and driver. express their enthusiasm for this operation, pointing out that during the maiden tour of the bus, last September, more gas heaters were sold than had been sold the first eight months of the year by the combined efforts of 30 territory salesmen

How Two Hardware Wholesalers Operate

Traveling Salesrooms

By Baron Creager

Two Texas hardware wholesalers have recently put into commission transport equipment that is being used exclusively for the display and sale of seasonal merchandise and specialties at the dealer's place of business.

Peden Iron and Steel Co. of Houston, Texas, was built to order and, therefore, represents a somewhat substantial investment. The Amarillo Hardware Co. of Amarillo, Texas, purchased and adapted a standard three-quarter ton chassis -a milk-truck chassis-equipped it at about a total cost of \$2,300.

Although the size of the transports and investments vary, both firms use the "traveling salesroom" with identical objectives in mind. Both firms decided they could sell

more seasonal items and specialties from the "traveling salesroom" than from the catalog. In both cases a specialty salesman is both driver and salesman; and both report remarkable success, compared to catalog showings of the past. For illustration:

On the maiden trip of the Peden cross-country type bus last September, visiting retailers on a 6,100mile tour requiring 13 weeks, more gas heaters were sold than had been sold the first eight months of the year, January to August inclusive, by the combined efforts of 30 territory salesmen.



SOUTHERN HARDWARE for APRIL, 1950

with safety glass contour. This view, from front to rear, shows upholstered lounging nook in rear of bus

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The Amarillo bus, above, carries an inventory of \$1,800 worth of fishing tackle, including one of every item carried in stock



In the Amarillo bus, Edwin Stulce, sporting goods buyer, shows Edward Bagot, Bagot Hardware Co., Amarillo, shelf displays of fishing plugs



Wayne Trimble, specialty salesman, and Stulce discuss the Amarillo bus, a three-quarter-ton standard chassis that carries wide variety

At Amarillo, Wayne (Scooter) Trimble, specialty salesman and driver, reports that in four weeks of travel through the territory he sold more fishing tackle than the Amarillo Hardware Company had sold in any previous year.

In both cases it is the ability to show the actual item to the dealer, rather than catalog picture, which makes such remarkable sales performance possible, according to both sponsors of these "traveling salesrooms."

Jack J. Caraway, Peden vice president and sales manager, concedes that the huge bus started its maiden trip at the right time for the sale of heaters. But Caraway does not believe this detracted from the advantages of such a traveling salesroom.

Shown to dealers at or near their places of business, heaters are connected to gas. They may be lighted. Dealers can check their performance and otherwise compare them with other heaters.

This bus can be fitted on the interior with any one of five different sets of fixtures, for sporting goods, appliances, heaters, lawn mowers, builders hardware and other seasonal or specialty items. It is equipped with 110-volt electrical system that will operate an air conditioning system and, in addition, operate an electric pump that will move a four-inch stream of water.

A specialty salesman on pumps will accompany the pump display, but on most trips with seasonal or specialty items, E. C. Bullington, for many years in the Peden sales department, will serve as both salesman and driver.

"I had 32 heaters in the traveling salesroom on that maiden trip," Bullington recalls, "and it was quite revealing to observe how many more heaters a dealer would buy when he could see the merchandise. Since the bus is equipped for both heating and cooling, it is an advantage to get a dealer in there with the display, where he will be comfortable in any season.

"By comparison, catalog pages are just no good at all on seasonal items."

Caraway points to other advantages, including that of being able (Continued on page 93)



OPERATING
DELIVERY TRUCKS

By Ben G. Cox

President, Buhrman-Pharr Hardware Co. Texarkana, Ark.

> Due to special conditions in the territory they serve, operation of their own delivery trucks seems desirable. There are many problems involved in trucking operations, however, and they are set forth in complete and practical detail in this timely article by Mr. Cox

W is got into the truck delivery field somewhat by accident about sixteen years ago.

There was an order for a sizable amount of merchandise from a dealer at a point where existing freight service was inadequate at that time. If memory serves me accurately, there was some urgency about delivery of this merchandise, too.

So we arranged to hire a motor truck and its driver to deliver the order. The arrangement proved satisfactory, Because it did, we rented the service of this truck and driver on several subsequent occasions when similar circumstances developed.

After several such deliveries, this method seemed to be advisable for us, in view of inadequate existing service to a large number of points in our territory. But the trucker we had dealt with had only an open truck, with no protection for merchandise in event of rain. So we bought our own truck. Its operation was satisfactory, and we began adding units.

until today we own and operate eleven trucks, three of which are semi-trailers with 26-foot van type bodies.

I should point out that freight service, either by rail or licensed motor carrier, is still inadequate, for our own purposes and in our opinion, to a number of points in our territory. We operate in an irregular radius of from 150 to 200 miles and in portions of four states—Arkansas, Texas, Oklahome and Louisiana.

But even if revenue carrier



The company has five of these two-ton vantype body trucks available for short hauls



Three of these 26-foot, van-type body, semi-trailers are in service for Buhrman-Pharr which has total of 11 units

SOUTHERN HARDWARE for APRIL, 1950

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TRUCK REPORT FOR DECEMBER, 1949

Truck	Tonnage	Miles	Gals. Gas	Trips	Depre- ciation	Misc. Expense	Sal- aries	Total Cost	Cost Per Trip	Cost Per Cwt.	Cost Per Mi
No. 1	44,689	799	123	8	33.06	234.56	99.50	367.12	45.89	.82	.46
No. 4	198,019	1593	249	10	73.74	529.82	185.89	789.45	78.94	.40	.49
No. 5	52,649	1044	103	7	40.77	251.05	77.75	369.57	52.79	.70	.35
No. 6	217,181	2364	415	10	93.11	340.31	186.60	620.02	62.00	.29	-26
No. 7	33,793	558	72	5	31.85	229.66	103.17	364.68	72.93	1.08	.65
No. 10	139.084	1448	287	6	73.74	475.60	205.13	754.47	125.75	.54	.52
No. 11	69,892	1329	126	10	38.33	221.21	104.25	363.79	36.38	.52	.27

The company lists under the heading of "expense" all repair and service work. This heading does not include the cost of insurance which would increase the annual, total operating costs per unit by approximately \$100

service were completely adequate, I doubt that we would depend entirely upon established carriers because of our experience in operating our own trucks. Our operating costs would have to increase considerably to cause us to abandon a practice that has one distinctive advantage. Let me hasten to concede there are problems and disadvantages involved in operation of company trucks. But the outstanding advantage lies in service to the dealer.

As of January the books showed that our rolling stock investment was \$32,778.24. That is a capital investment that is non-productive, in theory at least. It is an investment from which we cannot anticipate a return. However, for practical purposes, it is a profitable investment, since it makes possible a reduction in our costs.

This saving is indicated in an accompanying table, which shows class rates from Texarkana by way of common carrier (railroad) to a point 100 miles distant, along with a comparison of our trucking rates per 100 pounds for the same 100 miles.

As best we can ascertain, our approximate average would be 68 cents per cwt. per 100 miles by common carrier, which places this average at dead center between third and fourth class rates.

As previously indicated, three of our trucks are semi-trailers

AVERAG	E COSTS	PER	YEAR
	Per	Per	Per
Truck	Trip	Cwi.	Mile
No 1	19.67	.29	.17
No. 4	50.84	.25	.26
No. 5	23.73	.30	.18
No. 6	49.68	.23	.31
No. 7	23.76	.34	.21
No. 10	45.09	.26	.24
No. 11	16.39	.23	.14

Truck is disposed of when operating cost of unit goes too high

with van type bodies. Five are two-ton, van body types. Three are used almost exclusively in the city of Texarkana. Two of these are 1½ ton, and one is of one-ton capacity.

Practical disposition of these various types of trucks quite naturally calls for use of trailer units on long hauls and lighter trucks on the short hauls. For it is obvious that the trailers can make a long haul with much more economy than can the light trucks, due to the fact that so much more tonnage can be moved in big trucks.

We find that economical operation results from carrying capacity loads in all trucks at all times if at all possible. But this is not possible, by any means. For illustration let us consider our three semi-trailers with 26-foot van type bodies (and in the accompanying table analyzing costs, these three big trucks are numbers 4, 6 and 10).

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These big trucks, if carrying capacity load, can obviously be operated at less cost per hundred weight of load than can small trucks. But oftentimes a capacity load is impossible. For reasons of weather, and others, buying will abruptly taper off. Then we must run a truck at increased cost, combine routes, or ship by prepaid freight, since we promised delivery. In peak seasons, of course, there is no difficulty in running loads to capacity. The only difficulty then is moving merchandise fast enough.

In a great many states there are statutory restrictions that limit the amount of load. For example, a recently-enacted Arkansas law now limits our trailer trucks to a maximum load of 23.000 pounds and our short trucks to approximately 9,300 pounds. We can carry bigger loads, consistent with safety, in Texas and other states. And we are fortunate in the matter of license fees, for Texas, Oklahoma and Louisiana all recognize the Arkansas license. In some sections, however, a truck operating in four states might need four plates.

Getting and keeping the right personnel is sometimes a problem. Drivers are not merely in charge of valuable transport equipment. They are also responsible for merchandise and our relations with dealers. They must be careful of these relations and of the merchandise. We have found it necessary to weed out cases of dishonesty, such as one driver who had made arrangements to sell an individual one of our ranges, without our knowledge. And driv-

	Our	Class			
	Trucks	First	Second	Third	Fourth
To Arkansas Intra-					
state Points		.88	.74	.62	.48
To Interstate Points	-	1.29	1.10	.90	.71
Approximate Average	.33	1.09	.93	.76	.60

Company trucking rates for shipping 100 pounds 100 miles are less than estimated average cost (.68 per cwt) of shipping by common carrier

ers must be courteous and willing to cooperate with dealers in placing delivered merchandise in the dealer's warehouse.

Replacing units in the fleet is sometimes a problem. As we replace units that are worn beyond the point of economical operation, we find ourselves trying first one make, then another. It is important to satisfy the man who drives. We have been fortunate in having limited turnover in driver personnel, so we want to satisfy drivers, too, if possible. Drivers like or dislike a truck and often find fault with a unit justifiably. Conscientious, dependable drivers are good authority on performance.

One of our maintenance difficulties is that our fleet is not big enough to justify our own shop. As we operate now we have an arrangement with a local garage to do all our service and repair work. In our breakdown of costs this is lumped under the heading of "expense."

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As it is we have no transport department, no one directly responsible for condition of all trucks, and our transport bookkeeping is absorbed by the staff.

I am sure that we would save money in operation if we had such a department and our own shop, with someone to inspect each truck every time it comes in.



Loaded interior of 2-ton, van-type truck. Note minimum of crating. Carton sections, in foreground, used to protect merchandise in loading

However, we have investigated this possibility thoroughly and find that 11 trucks would not support a shop. A mechanic, helper and much equipment would be required. With only 11 trucks, both personnel and equipment would be idle part of the time.

Nevertheless, advantages of the service we give dealers must be obvious. Under normal conditions a dealer receives his merchandise within 24 to 72 hours after his order has been received. This merchandise is delivered by members of our own organization, who have an interest both in the merchandise and the dealer.

It is true that if we shipped by established carriers we would be relieved of worry, theoretically, when the goods leave our dock. Against that factor, however, are compensating considerations.

If we shipped by rail or by licensed truck we would be required to do a great amount of crating. In company trucks, with careful loading, crating is minimized. By shipping in company trucks there is less packaging and handling cost and less danger of damage to merchandise.

A rather accurate picture of our trucking operation is contained in the accompanying tables. Most of the headings, and the information under them, are self explanatory.

However, under the heading of depreciation, this item is charged so that the truck will be written off in four or five years, the serviceable life of the unit. The life of a truck depends, of course, upon many factors, including the driv-



OUTHERN HARDWARE for APRIL, 1950

PROMOTING GAME SUPPLIES

Volume sales of game supplies call for a wide variety of lines plus the intensive promotion of contests and competitive events.

That's the successful sales formula followed by Bunting's Hardware of Kansas City, Missouri. The success of this plan is evident in the fact that this store, owned by F. H. Spink, probably does a greater volume of business in game supplies than any other hardware store in the state.

These lines are sold in the sporting goods department, which is under the direction of G. T. Spink, who has certain well-founded ideas concerning the merchandising of these lines.

"For success in selling game supplies," he says, "a dealer must have something in the 'promotion basket' in addition to the convenBy L. H. Houck

tional merchandising props.

"First, there must be a complete stock of merchandise in the fields to be covered." Spink advocates a complete sporting goods and game department with variety in all lines and an aggressive promotion of the entire department.

For general selling, the department uses its share of radio time, newspaper advertising, program advertising and school annual advertising. These tools are considered satisfactory for promotion of a general nature.

But the most effective promotion for producing volume sales of game supplies is that of developing contests or sponsoring teams.

For example, there are many

target-shooting teams in Kansas City. Bunting's has been responsible for most of them, such as the target shooting teams organized by the police department and teams representing industrial concerns.

Most of these target-shooting teams use air guns and air pistols. Bunting's carries the largest stock of these items to be found in this area, and yet the large volume from this line reached its present size only after much attention had been given to the development of shooting skill and help in organizing competing teams.

Shooting matches are held at least weekly, and more often by police and industrial teams. For best scores. Bunting's usually offers suitable prizes in the form of merchandise certificates, which can be used to buy anything at the Bunting store. All contest prizes, whether for golfing, bowling, darts or target shooting, are in the form of a merchandise certificate. The reason for this, as explained by Bunting, is that the certificate brings the winner into the store, where he may form the habit of buying. The winner further is pleased because he can select his own prize. If he had won merchandise, such as a gun, or a bowling ball, it might duplicate things he already owned, and this would weaken its desirability.



G. T. Spink, right, manager of Bunting's sporting goods department, demonstrates the "break" of a rifle while the customer tests its sight. A modern air gun, similar in appearance to a high-powered game rifle, is chosen with care

The sale of an air pistol usually means the sale of a good supply of ammunition, targets and home rifle equipment at Bunting's. A customer is shown a modern pistol and target by Mr. Spink, right



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A good set of golf clubs deserves a good bag. Bunting's golf bag displays are arranged near the display of golf sets, where they naturally serve as a sales stimulus to customers purchasing golf clubs. Mr. Spink points out the merits of a good bag to an interested customer

While the holding of target matches, where teams vie against each other at some public place, is one of the most popular developments of this department, it is by no means the most important. Part of the enthusiasm for shooting stems from the desire of most people to excel in skill before an audience.

In order to become a skilled marksman, there must be hours and hours of practice. Consequently, part of the promotion is to assist customers in establishing a practice range in their homes, and now most of these customers have one either in the basement or in some other spot about the home.

One of the targets which Bunting's sells is adaptable for setting up in any living room. The pellet is fired at a target built somewhat along the lines of a funnel. At the back is the conventional bull's eye target with concentric rings. After the pellet, which has been fired. marks the score sheet, it strikes sharp knives criss-crossed in the back of the target, which slice the lead pellet and cause it to drop in a small tank of water, which is part of the target. Thus, there are never any stray pellets rolling around on the living room rug.

Many other customers, Spink said, have built more elaborate target ranges in their basements, and not all of them use air-propelled missiles — some of them

Customers select new golf clubs by testing the swing. Bunting's offers customers a practice putting disk free. With it, a golfer can practice putting on the living room rug, At right a customer is shown trying out one of the free disks

have built ranges on which small-caliber firearms can be used.

During the 1949 holiday season, Bunting's sold almost 1000 air pistols. During the same period, it sold its full stock of table tennis sets and its total stock of dart games.

The promotion of the art of throwing darts has followed somewhat the pattern of target shooting. Well known in England, where it is played with great interest, the game's popularity in this country is sometimes attributed to the war and the fact that many of our men became acquainted with the sport while stationed overseas.

It is, of course, a simple game which can be set up anywhere, indoors or out, and played by almost any number, and is a game in which skill and practice shows.

One way to get people interested in darts is to make it possible for them to try it out, Spink said. So the Bunting promotion consisted mainly of getting a number started, and this led to its use as an entertainment feature at parties and as a means of stocking a basement game room with entertainment supplies. From the sale of a few sets just a few years ago, the volume at the Bunting store has reached thousands.

Bunting's follows the conventional pattern in promoting business for bowling supplies. The store sponsors teams, furnishes team shirts with a little unobjectionable advertising on them, and offers merchandise certificates as prizes.

"In almost no other line of merchandising is it so important to become an adviser as it is in the case of those who are taking up some game as a hobby," Spink said.

(Continued on page 88)

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Mrs. Woodrow Wren, below, offers free gift wrapping service to gift goods customers. Right: a display of China in the gift shop



Selling Gift Goods UPSTAIRS

A small balcony converted into an attractive gift shop has helped this store create a strong demand for this line

G is goods merchandising is one phase of the hardware business in which the small-town store often has the advantage over chain stores, according to the experience of Mrs. Woodrow Wren, of the Wren Hardware Company, Fairfield, Alabama.

Making the most of individual services which the small store can offer, Mrs. Wren has made a 750-square-foot balcony into a highly attractive gift shop, in which she sold more than \$5,000 worth of merchandise in the first three or four months of operation.

The gift shop here just "growed," but after about a year of selling gift items from a small counter at the front of the store, Mrs. Wren, who with Mr. Wren operates the store, decided that space in the balcony at the rear of the store, which up to that time had been of little use, would pay its way because of the growing demand for gift goods. Mrs. Wren's pattern of personal services, which could be duplicated by

other small stores, has played a big part in building this strong demand for gifts.

Services? What kind?

"Well, take the matter of gift wrapping," Mrs. Wren states. "The small store which is careful to do a top job of gift wrapping without charge is going to make many friends and repeat customers. Big stores often are negligent about this, or else make a charge—a practice that is particularly displeasing to many customers.

"The gift of gab," Mrs. Wren smiles, "is valuable in selling gifts. The person who runs the smaller store can know most of the customers and their families and can help put gift buying on a personal basis."

One of the top volume producers in this line of services is Mrs. Wren's list of wedding anniversary dates and birthdays of residents of Fairfield. When Mrs. Wren opened the gift shop on the balcony in October of 1948, she

served refreshments and started her list at that time with dates collected from those present. Dates of each of the current weddings for which she sells gift goods are entered in the book.

Then, she always sends cards to each husband about ten days before the anniversary date, reminding the man of that important occasion. "It's surprising how grateful these people are when you remind them of these dates," Mrs. Wren states. Wives often will come in well in advance, select the gift they would like to receive, and leave with the following admonishment: "Don't you forget to let my husband know what I want." If the man hasn't come in by afternoon of the proper date, Mrs. Wren usually follows up with a phone call as an additional reminder. This nearly always produces results, with usually a fervent thanks from a forgetful spouse.

Many inexpensive and effective (Continued on page 80)

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RADIO AUCTION

Showmanship, in the form of a Radio Auction, is forging new sales at the Crowe-Little Supply Company of Troy, Alabama,

Good merchandising, coupled with the universal appeal of an auction, has made the store's Radio Auction the most popular program on Troy's station WTBF and has increased sales in every department at Crowe-Little. Sales increased 25 percent two weeks after the show made its debut. Floor traffic increased 100 percent during that period. The original auction brought in 69 bids, and bidding has now more than doubled.

Each auction costs Crowe-Little less than \$20, but Bob Tolbert, originator of the auction and manager of the store for owner J. R. Crowe, believes the show will double their volume within 12 months.

The Radio Auction not only enables Tolbert to move, at full mark-up, merchandise that threatened to remain on the shelves at a dead loss, but also has brought scores of new customers into the store and provided an invaluable file of prospects for merchandise offered on the auction.

Beginning as a halfhour show, the auction was expanded to an hour after its third performance. It works like this: six days before the auction's Thursday afternoon broadcast at 2:30, Tolbert places in one of his two

By Stuart Covington

show windows the various items which are to be offered for auction on the program. An average of 14 items is auctioned off on each 60-minute show. Appropriate placards announcing the auction augment the display.

There is a three-fold purpose in building these displays: first, potential bidders have plenty of time to examine the merchandise which will go on the auction block, and Tolbert is able to build up added interest in the following week's program; second, the displays draw passers-by into the store and create added pre-program sales; and third, anyone interested in the merchandise on display may mail or place an initial bid at the store before the program gets under way. Then, if no higher bids are made later for that particular item, this bid opens the auction of that particular article when the program takes

Tolbert, who is also sportscaster for WTBF, conducts the program

A weekly auction sale, conducted over the radio, not only moves the "shelf warmers," but has increased floor traffic 100 percent and provides an invaluable prospect list for this Alabama hardware store

and acts as auctioneer. He fully describes each item on the block and gives its list price, so that no bidder will pay more than its regular retail price. He then gives the opening bid, if any, and listeners begin bidding by telephone. Bidding continues as long as calls come in, Tolbert announcing each successive bid over the air, or until the retail price of the item has been reached.

"It is important," Tolbert warns, "that you destroy any fear on the part of the listener that he will pay more than list price for any item. Any such misconception would quickly ruin the popularity of such a program. I constantly remind listeners that under no circumstances will they be allowed to over-pay for any item offered at auction.

"For the most part," he continued, "we do not lose money on these auctions, but sell practically everything at a profit. However, what we do sell below cost gives us valuable publicity, and the loss is earned back many times over through added sales. For example, we sold a one-gallon, \$2.40 garbage can on our first auction. We rea-

lized a good profit on this transaction, and on top of that we sold 20 of the cans in one week—more than we had sold in six months."

The Radio Auction does not devaluate merchandise, Tolbert has found. "Instead," he said, "it al-



Items to be auctioned off are displayed in show windows prior to the broadcast. About 14 items are auctioned off on each weekly program

most consistently increases sales of the items auctioned off. Recently we offered a lawnmower on the auction, and it went for a price just above cost, or several dollars less than retail price. During the next several days we had a number of calls for 'the lawnmower sold on the auction,' and not one customer asked the price!"

Sales always spurt on the days following the auctions, Tolbert said. While the greatest demand is for merchandise sold from the radio block, nothing has failed to pick up.

Nearly all merchandise offered on auctions is disposed of at some margin above cost. For instance, on the original half-hour program, the following sales were made: \$3.95 coffee maker, \$2.25; \$7.50 alarm clock, \$4.95; \$7.95 electric iron, \$5.25; \$14.75 lawnmower, \$11.50; \$2.40 garbage pail, \$2.25; \$3.95 percolator, \$3.25; \$3.95 garden hose, \$2.95.

"So far," Tolbert said, "we have never had to carry any merchandise from one show to another for lack of bids." The auction's popularity is snowballing so rapidly that he is attempting to lease the city auditorium and hold his weekly broadcasts from its stage. However, he is not certain that even the auditorium could accommodate the capacity crowds.

As an added attraction, Tolbert periodically auctions off tempting provisions like hams, turkeys, cakes, freezers of ice cream and similar foodstuffs. Larger commodities, such as hams, are disposed of by the pound.

In line with this, he has worked out an agreement with various local firms whereby they donate or sell at reduced prices the foodstuffs sold on auction in exchange for publicity on the program. The auctioning of these items has added

Now It's Ace Allison and Deuce Tracy . .

In a golf game at Mt. Dora, Fla., in early March, W. P. Tracy, president of the Tracy. Wells Co., hardware wholesalers of Columbus, Ohio, chipped out of a sand trap to make a phenomenal birdie on the first hole, a par three. But that notable accomplishment received little acclaim, because on the same hole H. J. Allison, president of Allison-Erwin Co., hardware wholesalers of Charlotte, N. C., made a still more phenomenal hole-in-one.

According to recent authoritative information, Ace Allison and Deuce Tracy then proceeded to pay their expenses at the Lakeside Inn in Mt. Dora by giving golf lessons to less proficient players. And whether they will now be able to settle down to the humdrum routine of the hardware business is open to serious question.

a valuable spice of variety to the program and further increased its popularity.

Names and addresses of everyone bidding on the program and
in the store are taken down, together with the type of merchandise on which the person bid. A
record is kept of these names to
serve as an excellent list of live
prospects for various items.
"Later," Tolbert pointed out, "we
plan to contact these prospects by
mail or personal solicitation and
attempt to sell them the merchandise in which they were interested."

While Tolbert tries to move as much hard-to-sell merchandise as possible on the auction, he is always careful to include a number of seasonal, popular items. "Otherwise," he said, "the program would end up a rummage sale. Sometimes we offer an 'exclusive'—some item that no other store in town has, or newly arrived merchandise that has only been in our store a few days."

In some instances Tolbert stops the bidding on a popular item while the bids are still low, so that the merchandise will go at a greatly reduced price. The resulting publicity is invaluable, he says. Women tell one another how Mrs. White purchased an attractive household necessity at far below retail price, and interest is immediately aroused in that item.

Thus far the auction has had widest appeal for women, but Tolbert doesn't neglect the men. He offers fishing tackle, guns, ammunition, carpenter tools and kindred merchandise on the auction, and disposes of everything placed on the block.

"I always strive for the utmost variety on every auction," he pointed out. "If I put up a lawnmower, I won't offer garden shears too, because the two are too closely related. I try to select something from every major line we carry and seldom auction off the same item more than once. If one item attracts a lot of bids, we frequently run an ad on it soon after, but its price isn't slashed." The largest item auctioned so far has been a 6-foot deep freeze unit. listing at \$229.95.

Customers are invited to nominate merchandise for the auction block, and the stock receiving the largest number of requests is put up for bidding. However, most of the merchandise is selected by Tolbert.

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They're Helping Rural Customers

Go Modern

This store offers an installment plan tailored to individual needs plus installation service for appliances

A LONG THE electric lines that go deeper into the back country every year lies an important source of business for the dealer prepared to supply the farmer with modern merchandise in the manner in which farmers like to be sold.

This often means having the appeal of a mail-order catalog, which besides showing the farmer an overwhelming variety of items, also offers free help in the installation of all the new fixtures and appliances that go with electricity and running water, plus an installment plan that does not burden the farmer with carrying charges.

In Paris, Arkansas, a small town of less than 2,000 persons, the Paris Hardware Company is doing everything a mail order catalog can do for the farmer—doing it without changing its old-fashioned appeal or its folksy way of operating.

Farmers in the Paris area are enjoying a new prosperity brought about as the result of an expanding dairy program. The Paris Hardware Company, operated by Tom and Rusty Jones and their sister. Data Buzbee, has instituted a selling campaign which takes full advantage of the farmer's desire for modern living and his ability to pay for the merchandise.



Top: Jim and Rusty Jones check prospects for rural home remodernization with their bookkeeper, Data Buzbee. Bottom: Rusty Jones shows this farmer a water system which the store will install and which the customer can buy on an installment plan having no carrying charges

The store is selling these farmers their new bathroom fixtures, kitchen equipment and water heaters, lighting fixtures and other items that mean modern living—items that might be purchased through the mail order catalog.

To channel this business into their store, the operators not only have a plan for helping the farmers install this merchandise but have available also an installment plan—without carrying charges tailored to suit individual circumstances

Many farmers whose homes have not yet been electrified buy a complete range of items that will mean the eventual modernization of their homes—wiring, lighting fixtures, plumbing fixtures and

electrical appliances. The advantage to the farmer is in having all these items on one bill which can be paid monthly out of the profits from sales of milk and cream.

When a farm customer indicates his interest in home remodernization, the store stands ready to take over the complete job. It turns the wiring over to an outside electrician who bills the store, keeping his charges to a reasonable level.

Farmers, more than all other customers, want to feel confident that they are not being overcharged, the owners pointed out.

"Many farmers starting to modernize their homes have heard that labor charges are prohibitive now. We assure our customers that

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The easy-payment-plan operated by the store has boosted sales of electrical fixtures and housewares to farmers in the territory

this is not necessarily true and that they need not wait to enjoy home improvements," said Rusty Jones.

The store employs its own plumber to install plumbing fixtures and to answer repair calls.

"Some of the bills run pretty high," said Jones. "Payments must be extended over several months, but we carry our own paper and the rule of no carrying charge applies to everything we sell.

"We play up our slogan, Monthly Payments to Suit, in all our advertising and promotion. Our payment plan is flexible, which pleases the farmer who reads in his mail-order catalog that payments must be extended over a fixed period.

"When we sell merchandise we naturally try to influence the buyer to plan to make reasonable monthly payments. Usually it is not difficult to convince him that he can pay the amount we suggest."

One-Stop Store

Farmers who want a better home can buy everything at the store including lumber, cement, and paint. A small building supplies department at the rear of the store carries a streamlined stock for new construction or modernization, every item of which can be bought on the installment plan.

The paint department profits substantially from the modernization programs that the store encourages continuously. Nearly every customer who buys bathroom or kitchen fixtures, electrical fixtures or appliances, is a paint prospect.

The large paint department is in a strategic position, being located near the electrical fixtures display. Color cards are placed at several points. Brushes, sandpaper, and cabinet hardware are neatly displayed to entice the customer to fill all his requirements at the store and have all purchases on one bill.

"When a farmer once starts modernizing," said Jones, "he doesn't want to stop. He gets the habit of coming here to buy merchandise that provides better living for his family. His purchases don't end with new fixtures, appliances, and paint. He wants to go right on, buying attractive dishes, kitchenware, and furniture.

According to the owners they do not want their store to be too modern and fancy in appearance. At first glance, it seems a little crowded, which is the effect desired. It has the appearance of a giant mail-order catalog—a catalog with the added human element of three friendly owners who wait on customers and arrange payments.

One newspaper advertisement is run weekly in the county paper. Direct mail advertising goes to 750 rural box holders. Sometimes it is a printed circular. Again, it is advertising furnished by manufacturers.

"We use all the printed matter manufacturers furnish," Jones said. "There are still plenty of farmers along the rural high lines who are going to be our future customers."

Operating Delivery Trucks

(Continued from page 13) pose of a unit regardless of the length of time it has been in service when, in our opinion, the unit's upkeep and cost of operation becomes entirely out of line with the cost of operating other units.

A wreck, for example, could retire a unit ahead of its normal life expectancy. In a wreck the entire frame could be thrown out of line, thus causing excessive tire wear. As a result, tire costs could be so great that we would expect a saving in the long run by replacing that particular unit with a new truck.

Under the heading of "expense" we list all repair and service work. This heading, however, does not include the cost of insurance, which would increase the annual, total operating cost per unit by approximately \$100.

Selling Gift Goods Upstairs

(Continued from page 16) display ideas are used in this compact shop. Imported china is displayed in table settings on mahogany finished dining tables of Duncan Phyfe design. The cost of these small tables was only about \$29, and they add to the attractiveness of the display.

Most of the counters and cabinets were built by Mr. Wren, with plywood, and colorful paint was used to make the attractive displays. Modern lighting is a "must" in a gift shop, according to the Wrens, as well as absolute cleanliness. Changing of displays every few days also is essential in the small shop, where the same customers may come in as often as twice a week to see what new merchandise is on display. A portion of the store's window display space is used for gifts during the fall season.

A woman manager is usually in charge of gift shop selling here, while Mr. and Mrs. Wren do all the buying for the store.



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Building a

YEAR - ROUND TOY VOLUME

By C. Thomas



ACK W. SAIKEN, owner of King's Hardware, 373 West 19th St., Houston, Texas, plays up his toyland the year around—and profitably—with the aid of a little psychology.

"Toys," he says, "rate right along with the popularity of candy, as far as children are concerned. They are no longer reserved for Christmas and birthday gifts, as they once were."

Saiken is an aggressive young man who went into the retail hardware field after a few successful years in the retail jewelry business in East Texas. "In any branch of the retail game," he said, "the retailer cannot afford to overlook the importance of children. This, I believe, is especially true in the hardware field. Because of the very nature of this (Continued on page 104)

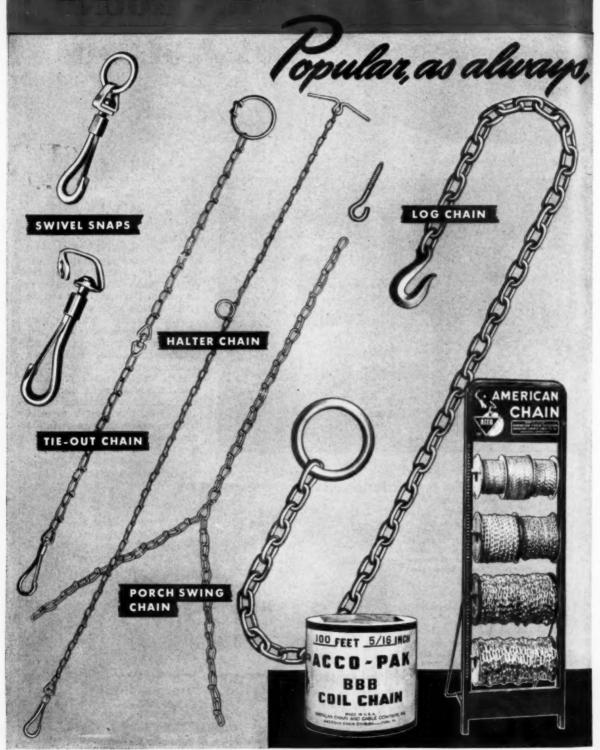
Jack Saiken, at top, shows a young customer how to operate a toy from the sidewalk display. Above, dolls and other toys are given colorful and prominent floor display

Right, Toyland, located on the balcony at the rear of the store, carries an assortment of toys to please both young and older children. This area is only part of the space allotted to the display of toys by the store



SOUTHERN HARDWARE for APRIL, 1950

AMERICAN



CHAIN

throughout the South

YEARS AGO, Southern hardware wholesalers and refailers learned to depend upon—take for granted—the high quality of AMERICAN CHAIN products and the fair-dealing policies of the Company. Neither will ever change except as we find ways to make our products still better—to sell or to use.

Look to AMERICAN CHAIN—"the Nation's Chainmaker"—for all types of electric welded and forge welded chain; all types of weldless chain made of formed wire or stamped links; a complete line of chain fittings, attachments and assemblies; repair links; cotter pins.

Sell AMERICAN-

the complete chain line-

all top quality

ACCO REGISTERED



York, Pa., Chicago, Denver, Detroit, Los Angeles, New York, Philadelphia,
Pittsburgh, Portland, San Francisco, Bridgeport, Conn.

AMERICAN CHAIN DIVISION

AMERICAN CHAIN & CABLE

In Business for Your Safety



New officers of the Tri-state association, seated left to right: Marshall D. Shepherd, executive secretary; Carl Harrison, advisory board; E. C. Armstrong, vice president; Grady Thompson, president, and R. P. Isaacs, director. Standing, left to right: Directors Ivan D. Boxwell, Homer Estlack, L. A. French, Julius W. Cox and E. W. Brasch

Tri-State Convention

MERCHANDISE will not move in 1950 merely from the impetus of "selling," but the successful competitor must take a more understanding view of management and a greater interest in the customer, according to the advice of most speakers who addressed the forty-first annual convention of the Tri-State Hardware and Implement Association, Feb. 13 and 14, at Amarillo, Texas.

This association, formerly identified as "Panhandle," changed its name to Tri-State because of increasing membership from New Mexico and Western Oklahoma and this year attracted registrations of approximately 900 with attendance in excess of 1,000. The convention is conducted in connection with a merchandise show that fills the lobby and mezzanine floors of the Herring hotel, traditional headquarters.

For the first time in the memory of veteran members a president of the association was unable to preside, Sam Hergert of Perryton, Texas, being confined to his home with illness. Carl Harrison, immediate past president, of Memphis, Texas, took charge of the convention.

Hergert was succeeded in the presidency by Grady Thompson of Hobbs, N. M., on the recommendation of the nominating committee headed by Clarence L. Thompson of Canyon, Texas; and E. C. Armstrong of Clovis, N. M.,

senior member of the board of directors, moved into the vice presidency.

One new director was named. He is Ivan D. Boxwell of Dumas, Texas, who will serve with five holdover members as follows: R. P. Isaacs of Clayton, N. M.; L. A. French of Quanah, Texas; E. W. Brasch of Levelland, Texas; Julius W. Cox of Boise City, Okla., and Homer Estlack of Clarendon,

The advisory board will be composed of Former Presidents A. S. Meinecke of Lubbock, Texas, Harrison and Hergert, with Clarence Thompson breaking a long-standing precedent in his retirement from the advisory board. For the past 27 years either Clarence Thompson or Mrs. Clarence Thompson has held an executive post with the association, he as secretary and later as president and Mrs. Thompson as secretary for many years.

Marshall D. Shepherd, also of Canyon, Texas, now serves as executive secretary. New

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In its annual breakfast and business meeting on Sunday before the convention opened, the Panhandle Hardware and Implement Travelers' (PHIT) club named Norman Moore to succeed Art Houska as president. Carl Hill was elected director for a two-year term with Jack Husbands and R. E. Bruse to be directors for three-year terms.

Murray Elson, a traditional fixture in the post of secretarytreasurer, evidently recognized the futility of resistance to reelection and was again installed.

Two of the featured addresses in the convention were by nationally-recognized men in the farm equipment field, Marvin Melton, a dealer in Truman, Ark., and H. M. Park, assistant general sales manager for Deere and Company.

Melton, who defined a good sale (Continued on page 100)



PHIT Club officers shown here are, seated, left to right: Murray Elson, secretary-treasurer; Norman Moore, president, and Art Mouska, retiring president. Standing, left to right: Directors R. E. Bruse, Jack Husbands and Carl Hill. Fourth man is H. S. (Jack) Taylor, elected chairman of entertainment for 1951. Vice President Cliff Harris is not shown





New officers of the Arkansas association are, left to right, front row: Vern Parker of Helena, vice president; Flave C. Peters of Russellville, president; and Frank Whitaker of Alpena Pass, vice president. Top row: W. T. Haynes of Lake Village, director; Wayne Tisdale of Little Rock, executive secretary; Ursell Davis of Searcy, director; R. P. Rice of Clarksville, director; and H. C. Rushing of Sheridan, chairman of the board

Arkansas Convention

Having as its theme, "Independents Set the Pace," the fiftieth annual convention and merchandising show of the Arkansas Retail Hardware Association, Inc., was held February 13-15 in Little Rock, Arkansas.

In his president's address, Carroll Rushing declared that, "This Golden Anniversary celebration puts us on the threshold of a virtually brand new era. We have a complete set of tools for our business to perpetuate our organization and the individual units of the association.

"One of the strongest links yet forged in our behalf is the public relations program—a joint effort on the part of state and regional associations, distributors and manufacturers, and our national association."

"Sagacious Sales Strategy" was the theme of a talk delivered by Frank L. DeLarzalere, Tulsa sales manager. He told his audience that supply men today must not just sell merchandise to the retailer; they must help the dealer move it quickly.

"It might seem old-fashioned to take a sales course now," he said, "but we need sales training more than ever to keep up with the parade of 1950-51. We need to remind ourselves again of the four major buying reasons — profit, pride. comfort, and protection."

Follow-up contacts for bigticket merchandise selling is very important, he emphasized. The dealer who does not make callbacks when he sells major appliances often misses future sales.

He pointed out that a brush-up in salesmanship would help a dealer and his salesmen to remember always 10 fundamental sales truths—to be agreeable in voice and manner; know all merchandise; never argue; keep promises; answer questions simply; tell the truth; be dependable; remember customers' names and faces; show interest in customer; and never discuss controversial or unpleasant subjects.

Rivers Peterson, NRHA managing director, reminded his listeners that many women still do not know that the hardware store is a woman's store as well as a man's. In some of the smaller towns, he advocated cooperative advertising, shared by all local hardware dealers, to influence women to go to the hardware store first.

William H. Bryan, president of Witte Hardware Co., St. Louis, Mo., had as his subject "Are You a Good Salesman?"

"Forty percent of all our families," he said, "have been started since 1940. We must create sales plans to supply their needs. And we must take an active and prominent part in community life."

Predicting good business for the first half of 1950, with some de-

cline in sales in the last half of the year, he advised cautious buying, so that "cats and dogs" can be kept out of stock.

Lewis C. Dupree, merchandiser for the Kroger Company, Little Rock, Ark., drew a forceful parallel between selling groceries and hardware to Mrs. Smith, the average shopper. A life-size poster of Mrs. Smith was shown, together with sales points used by the Kroger Company to influence her patronage.

"Try to personalize your average shopper," he advocated. "We have found that Mrs. Smith is a woman of many needs and wants. She wants many things she does not actually need. Because she lives better than any other woman in the world, her needs are her wants."

He pointed out that she wants freshness and variety in everything she buys, including hardware and housewares. The hardware dealer, like the grocer, must give her the opportunity to make a choice.

In another address, group insurance for employees was explained by A. C. Troug, sales manager of Hardware Mutuals Co., New Orleans, La.

The convention adopted a resolution to oppose the 10 percent excise tax on television sets, on the grounds that most of the sets will be bought by persons earning less than \$80 a week.

Another resolution opposed further control by the government of business and industry, and urged that hardware men take an active part in politics to prevent ' this.

New officers elected were: Flave C. Peters, Russellville, president, succeeding H. Carroll Rushing, Sheridan. Mr. Rushing automatically becomes chairman of the board.

Vice presidents elected were: Frank Whitaker, Alpena Pass, and Vern Parker, Helena. New directors named were: W. T. Haynes, Lake Village; L. B. Ulmsted, Paragould; H. R. Clark, Springdale, and Wayne Elliott, Waldron.

Holdover directors are: Howard Burton, Stuttgart: John Colquitt, Magnolia: Ursell Davis, Searcy; Brady Deese, North Little Rock; Glenn Hickey, Mt. Ida; J. Hearn Latimer, Nashville; R. P. Rice, Clarksville, and Charles P. Rambo, Blytheville.

Wavne Tinsdale succeeds Johnnie Porter as executive secretary.



For Greater Strength and Flexibility!

The tough, long-wearing manila fibres in Columbian Rope are combed to a soft, smooth "sliver" before spinning. Each "sliver" has to pass an exacting test for weight and quality. "Slivers" are combined and blended in the final ribbon for uniform fibre length, strength and flexibility. An exclusive lubricating and waterproofing emulsion applied to each individual fibre in this process assures a pliable,

non-kinking rope that is highly resistant to fibre damage and rotting.

Buy longer life, easier handling with your rope dollars. Every foot of Columbian is positively guaranteed for top quality, strength, durability and service.

COLUMBIAN ROPE COMPANY 440-70 Genesee Street Auburn, "The Cordage City," N.Y.



SOUTHERN HARDWARE for APRIL, 1950

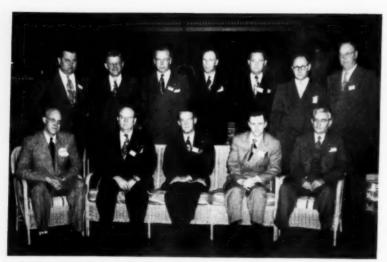
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Newly-elected officers of the Association are, seated, left to right: Morris P. Jones, secretary-treasurer; J. R. Cox, vice president; Richard G. Wright, Jr., president; John A. Hancock, retiring president; and Martin Keatts, vice president. Standing, left to right: Directors Roy M. Vincent, C. M. Porter, W. R. Doss, E. B. Thweatt, Bon Hicks, Wayman Hillis, and Joe Wright

TENNESSEE CONVENTION

TITH attendance exceeding 250, an all-time high, the Tennessee Retail Hardware Association held its thirteenth annual convention in Nashville, February 19-21.

One of the highlights of the program was an address by Garner M. Lester, president of National Tax Equality Association, who led the association to pass a strong resolution favoring tax equality and fair taxation of cooperatives.

Other featured speakers included Neal O. Jones, manager of the Nashville division of Moore-Handley Hardware Company, and Victor S. Johnson, Jr., president of Alladin Industries, Inc., Nashville. Both pled for full cooperation between producer, distributor and retailer.

In his report to the delegates, Executive Secretary Morris P. Jones stated that the number of store modernizations under his supervision in 1950 has already exceeded half the number modernized in 1949, and that 1949 modernizations showed an increase over 1948. Another accomplishment for 1949, he pointed out, was the installation of a group insurance plan for hardware dealers and their families.

Also addressing the group were A. L. Martinson, sales and merchandise manager of E. C. Atkins

& Co., and E. B. Thweatt, local hardware salesman, who spoke on "I Travel Tennessee." Discussion sessions followed each of these addresses.

In addition to the resolution favoring tax equality and fair taxation of cooperatives, the Association passed resolutions soliciting the interest of manufacturer, distributor and retail sales representatives in acquainting the public with the benefits of Fair Trade, publicizing items under Fair Trade and the price stabilization therefrom: greater economy in federal government expenditures; reduction or elimination of excise taxes on auto accessories and appliances sold by the hardware dealer; and deplored the evident trend toward

A touch of glamour was added to the annual banquet, held on Monday night, by the presence of Countess Maria Pulaski, British intelligence agent, who stopped in Nashville en route to Hollywood to appear in a motion picture. Also entertaining the delegates at the banquet were the "City Hall Four," offering the almost extinct barber shop quartette harmony.

Officers elected to serve for the coming year were: R. G. Wright, Jr., Dick Wright Hardware Company, Knoxville, president, succeeding John A. Hancock, Lexington; J. R. Cox, J. R. Cox Hardware.

Nashville, first vice president; Martin Keatts, Memphis, second vice president. Morris P. Jones, who completed his second year of exclusive service to the Tennessee association, was re-elected secretary-treasurer.

Directors elected were: Roy M. Vincent, Union City; C. M. Porter, Columbia; W. R. Doss, Memphis; E. B. Thweatt, Nashville; Bon Hicks, Sevierville; Wayman Hill, McMinnville; and Joe Wright, Sweetwater.

Merchandising Game Supplies

(Continued from page 75)

"In the first place, if you have the correct merchandise and the ability to help them get started, you not only get individual customers but often whole teams. While it is incidental that these hobbyists buy other merchandise in the store, it is also important.

"Hobby games have a way of spreading like a prairie fire and then dying down," Spink said. "It is absolutely necessary that someone from the store's department be sufficiently interested in these games to be able to detect a trend in the game's popularity—whether it is up or down, or whether the store is keeping up with the game by stocking the correct item."

Bunting's has one of the largest stocks of golf merchandise in the city and follows the regular pattern in promoting this department. Prizes are offered at local tournaments. Assistance is offered to beginners. Instruction books are provided free, and a putter's disk with the store's an on it is given to golf department customers for use in practicing.

A new project will be opened this year which will offer merchandise not now available in the sporting goods department, but which is expected to turn in a good volume.

This new feature will consist of a specially designed booth-type display fixture in the front of the store for the display of playing cards, poker sets, canasta decks, bridge decks and plaques.

For instance, decks of playing cards designed for hunters and fishermen will have suitable ornaments on the backs to denote the sport in which they are interested, such as ducks or fish. The line of plaques will make it possible for any enthusiast to buy for home decoration a plaque that will show his interest in a dignified way.

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GLASS IRODS have the call and how

Unquestionably the most popular, the most demanded and the fastest-selling item in today's tackle business and, as was to be expected

SUTCLIFFE has them for PROMPT DELIVERY-NOW

BETTS GLASS CASTING RODS

Sensational Values At These Low Prices

Welded glass fibres. Clear translucent finish. Stainless steel mountings. Aluminum offset handle, with Collet-type forward grip that holds the tip securely.

3½ ft. length—\$5.95 4 ft. length—\$6.50 4½ ft. length— 6.95 5 ft. length— 7.50

51/2 ft. length-\$7.95

GEP MIRA-GLASS CASTING RODS

Feel right-priced right!

The name MIRA-GLASS tells you. Clear translucent finish, polished like a mirror. First tip action, with that backbone that insures accuracy even on long casts.

No. 800-Stainless steel guides and top; screw locking reel seat.

41/2, 5, 51/2 ft. lengths-\$9.95

No. 823—Stainless steel guides and top, Gep positive locking tip control. Chrome serew looking

41/2, 5, 51/2 ft. lengths-\$12.50

No. 850—Stainless steel guides and top. Precision tapered tip. Screw locking reel seat with positive tocking tip control.

41/2, 5, 51/2, 6 ft. lengths-\$16.00

ACTIONGLAS CASTING RODS

From popular prices to the Finest

ACTIONGLAS SPECIAL—Stainless steel guides and top. Offset handle with clamp type reel lock.

41/2, 5, 51/2 ft. lengths—\$9.95

ACTIONGLAS STANDARD - Stainless steel guides and top. Actionrod slip-fit blade lock handle with wedge-type reel lock.

41/2, 5, 51/2 ft. lengths-\$13.50

ACTIONGLAS DELUXE-Stainless steel guides, carboloy top. The famous Actionrod Handle. Beautiful in appearance. Fast action.

41/2, 5, 51/2 ft. lengths-\$23.50

PHANTOM GLASS CASTING RODS

The Sensation of 1949.

Now available in lower price ranges.

THE NEW PHANTOM-Hardened steel guides and top. Medium action.

3½ ft. length—\$9.95 5 ft. length— 9.95 5½ ft. length— 9.95

TROPHY PHANTOM—Beryllium copper guides and top. Light, fast action.

5 ft. length—\$17.95 51/2 ft. length—\$17.95

AUTOGRAPH PHANTOM — Beautifully finished. Beryllium copper guides, carboloy top. Streamlined chuck handle. Light or medium action.

41/2, 5, 51/2 ft. lengths-\$23.50

SHAKESPEARE GLASS WONDERODS—Now available at popular prices

No. 1175—Stainless steel guides and top. Double offset handle—
No. 1176—Stainless steel guides and top. Double offset handle—
No. 1180—Stainless steel guides and top. Tru-Aim handle—
No. 1181—Stainless steel guides and top. Tru-Aim handle—
No. 1190—Stainless steel guides. Carboloy top; the deluxe Wonderod—
5 ft. 2 in. \$15.00

The usual dealer discounts apply to the retail prices quoted.

HEADQUARTERS FOR NATIONALLY ADVERTISED FISHING TACKLE

SUTCLIFFE CO.E.

SOUTHERN HARDWARE for APRIL, 1950

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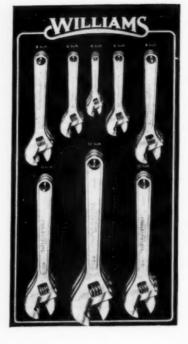
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GLASS

FISHING

RODS

WILLIAMS DISPLAYS





SELL MORE TOOLS!

Williams Wrench Boards offer you II "trade-tailored" selections to choose from. You can pick the tool combinations that best fit your local market.

Williams Wrenches are nationally advertised to professional and amateur mechanics and have been first choice in industry for more than half a century. Ask your jobber or write for complete information.



The Problem of Future Orders .

(Continued from page 64)

prevalent in the press and on the radio as to what future price trends will do. The political viewpoint has continuously criticised any and all raises in price, while at the same time defending and even encouraging in every way possible a constant increase in the working man's pay. To many. these viewpoints have always seemed incompatible.

Our country has been blessed with the highest wages-real wages-paid anywhere in the world, and the reason for such wages is generally credited to the ingenuity and inventiveness of the American manufacturer operating under our free enterprise system. Raising wages, however, does not work in reverse. It does not automatically invent a new process, nor create a new method of production. It seems to be getting the cart before the horse. Inventions have brought about better wages, but higher wages do not guarantee a new invention.

In discussing the relationship of labor to prices, one basic fact always presents itself, and our politicians stumble all over it. Simply, the proposition is this: all merchandise, when component parts are traced back to their sources, is entirely the product of labor. We could trace back copper, lead, zinc, lumber and steel; but steel, being a very prominent item in the manufacture of most hardware items, will serve as a good example.

A manufacturer of can openers. hammers, saws, or any one of thousands of items that could be mentioned, will buy raw material -and to this he adds labor in manufacturing his product. Steel, to such a manufacturer, is raw material

On the other hand, to the steel manufacturer, steel is the finished goods. The steel manufacturer buys raw material to which he adds his labor. Raw material. to the steel manufacturer, is largely a matter of ore and fuel.

Now ore and fuel, in turn, are the finished products of an ore mine or of a coal mine. The principal ingredients used in producing either of these is labor; so the supplies used by the coal miner or by a steel manufacturer are again traced back and are the result of someone's labor.

(Pontinental) the rice ewised hile and way the any, vays ssed real the such the of Quality onrise ver, does new thod get-Screens Inbetdo ship fact our it. : all Since nent heir et of copteel; nent most 1905 as a ners. e of d be erial r in teel. raw steel shed urer he he 1. to gely are ore rinduc-CONTINENTAL SCREEN COMPANY the iner are

SOUTHERN HARDWARE for APRIL, 1950

BOOK

BUILDING

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1950



Fish can't resist it. Ideal for the light tackle angler—weighs only ¼ ounce. Travels at medium depth during fast retrieve, at shallower depth during slow retrieve, floats when at rest. Use with sinker for deep or slow trolling. Length 2¼". Available in six popular finishes. See your supplier now while he has them all.



Its super-snooping, darting, flirtatious action gets more strikes and more fish even when other baits fail to attract. Floats when at rest, darts under the surface and travels with a flippantly provocative motion all its own during the retrieve. Use with sinker for deep or slow trolling. Molded of durable plastic, finished in difelike colors. Length 2%", weight 2 6, Your supplier has them now.

FREE! NEW BOOK ON FISHING



Nearly 100 pages of helpful fishing tips, casting instructions, fish pictures in color, tackle, etc. Write for your copy now. Friel

SOUTH BEND BAIT CO., 900 High St., South Bond 23, Ind

SOUTH BEND A Name Tamorus in Tishing

Tips on Tackle

I F you are a fisherman, Mr. Dealer, you know how hard it is on your temper to get a perfect cast into the perfect spot, and then, when you "pop" your plug, to have the darned thing slide right out of the spot before a fish gets a chance to make up his mind. This new Super Snooper that South Bend is making is the only surface bait I have ever used that can be "worked" in a thirty-inch circle all day. Keep your rod tip down and hit the plug sharply, but shortly. It will "burp" loudly, but it won't move from that hard-toget-at spot. Good, eh? It is also a fine fast-wiggling underwater bait when retrieved, but that's not as important as that first virtue. It is made of indestructible plastic, and in a wide choice of finishes.

The Li'l Rascal is a cutie. It is small, has those big eyes that fish seem to like, and goes deep. It has a slow tantalizing wiggle. Spinning fishermen like its perfect weight. Crappies love it too. The nicest thing about this bait is the fact that a bass will get the whole bait in his mouth and usually be hooked on both sets of hooks.

South Bend was a pioneer in the use of the new *"Firelacquer" finishes in the tackle industry. The good old Bass-Oreno, the Nip-I-Diddee, the Trout-Oreno and the King Bass-Oreno, the latter is a wonderfully rigged new bait for muskies, northern pike and salt water fish, are all available in this brilliant finish. In dark waters, these finishes stand out as remarkable fish getters. South Bend keeps the colors solid for the best effect. This finish is five to eight times more visible than regular paint or varnish finishes, and in the last war saved the lives of a lot of sailors and aviators adrift at sea. It makes these baits ideal for deep trolling with sinkers. I have seen fish come up out of forty feet of water for these baits, last summer, when the heat had driven them deep, and you just couldn't get a hit. One lady fisherman in Natchez, Mississippi, took THREE doubles in one afternoon on the Bass-Oreno, which is really something when you consider that most of us fish all our lives without ever getting one double. On your counter, mounted on a beautiful easel, these baits sell themselves, for they are truly eye- and fish-catchers. I honestly recommend them. They're good. T.M. Reg.

(Advertisement)

NEW-4 Favorites in FIRELACQUER"

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500-800% More Visibility — More "Fish Appeal"

Amazing, new *"Firelacquer" finishes make these baits deadlier than ever. Fluorescent-like glow gives greater fish-attracting and fish-taking power. Especially effective for dark waters and early morning and late afternoon fishing. Available in Saturn Green, Fire Orange and Neon Red.



*"FIRELACQUER" BASS-ORENO — \$1.25 World's greatest and most imitated bair, Darting, diving action that gets results.



• "FIRELACQUER" NIP-I-DIDDEE — \$1.50 Highly effective top-water bait that creates tantalizing disturbance. Semi-weedless.



Famous fly rod lure for trout, steelhead, bass and pan fish. Weight 1/10 ounce.



*"FIRELACQUER" KING BASS-ORENO 51.00
Popular bait for muskies, northern pilor and many salt water species.

FREE! NEW BOOK ON FISHING

Nearly 100 pages of helpful fishing tips, casting instructions, fish pictures in color, tackle, sec. Write sow. Free!



SOUTH BEND BAIT CO., 900 High St., South Bond 23, Inc.

SOUTH BEND A Name Tamous in Fishing

92

SOUTHERN HARDWARE for APRIL, 1950

There has been political criticism of manufacturers who raised their prices, say 10 percent, because they increased their labor rates 10 percent. The criticism has been based on the theory that, say, only 50 percent of the manufacturer's cost is in his labor bill. Perhaps before our present New Deal era, such criticism might be justified. Now, however, because of the general and publicly proclaimed policy of raising all wages, manufacturers find their costs of raw materials going up along with their own increases in

ter

When considering the placing of future orders, it is well to remember and to review the present price tendencies in our country. Keeping in mind the theory that all material is the result of labor, it seems there is but one basic problem to consider when placing a future order: Will the trend of constantly and continually raising wages as fostered by our Government and by our monopolistic labor unions be stopped or reversed? Until such time as you detect on the part of the general public an insistant demand for a change in this upward trend, which is enmeshed in the whole fabric of our political administration, it seems that you need have little fear about any general downward trend in prices.

Traveling Salesrooms

(Continued from page 70)

to roll the display almost to a dealer's door.

"One big advantage is that we get the dealer away from distractions and interruptions. There is plenty of light from the bus top, so there are no windows at the side, and friends of the dealer do not know he is in there.

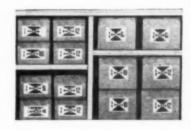
"With our first bus, which was similarly used, windows at the sides made it possible for friends of the dealer to spot him. Then these friends would insist on coming in to see the display."

The original Peden "traveling salesroom" was a smaller version. Caraway took it on the road in 1936 and drove it for six years. During the war it was relinquished for emergency use. But Caraway's experience with the original bus resulted in valuable information

RU Handy-Pack
Bolt Cartons
are preferred...



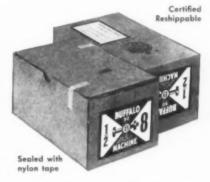
 Handy-Packs contain the same small lot quantities of bolts that have been standard for years. Cut thread carriage and machine bolts have nuts attached as always.



By Hardware Jobbers because the rugged Handy-Pack is a better product and an easier product for jobber salesmen to sell. Retailers go for the Handy-Pack... jobber sales go up.



By Hardware Stores because the cover can be used as a rugged open drawer in bolt cabinets. No opening cartons everytime you make a sale. And you never have broken cartons, spilled or mixed bolts.



By Industrial Distributors necause these rugged cartons can be handled or even dropped without breaking. They can be stacked fast and efficiently. They save time and labor in the warehouse.

RUGGED HANDY-PACK CARTONS are made of corrugated board...

with a certified bursting strength from 125 to 200 lbs. per sq. in. depending on bolt size. The cartons are packed in wooden boxes... can be ordered in carload or less-than-carload lots. Every carton is sealed with nylon tape... is certified reshippable. Tying and wrapping are eliminated when you reship them. Once you try rugged Handy-Packs, you'll never again want bolts in 'paper' cartons. Enjoy all the advantages of the rugged Handy-Pack by sending your bolt orders to Buffalo Bolt Company.



WRITE for this free circular on quantities and weights of Handy-Pack Cartons.

BUFFALO BOLT COMPANY

North Tonawanda, N. Y.

Sales Offices in Principal Cities. Export Sales Office: Buffalo International Corp., 50 Church Street, New York City

PRODUCERS OF CIRCLE PRODUCTS - BOLTS . NUTS . RIVETS AND SPECIAL FASTENERS



MCKINNEY

when it came time to order the new version, especially designed and constructed to Peden specifications.

Peden Iron and Steel found only one company, a Chicago builder, that would undertake construction of the bus according to specifications. These specifications, in addition to those previously mentioned, included an "asterview" top. Such a top consists of triplestrength glass, with sun filter, at the contour where wall meets roof, on both sides. This affords excellent interior lighting on merchandise being shown.

The "traveling salesroom" weighs 17,800 pounds empty, is 33 feet long and 7 feet, 11 inches wide, one inch less than the maximum width permitted by Texas law. It has five speeds forward and reverse and cruises at 68 miles per hour.

Easy to Handle

Specialty Salesman-Driver Bullington says the bus is extremely easy to handle and easy to park; and that, in addition to the advantage of having seasonal merchandise to actually show dealers, the "traveling salesroom" is an attraction in itself.

But from his experience with the original unit that served the company, Caraway is convinced that utility of the "traveling salesroom" will remain constant, even after the novelty wears off. This belief, he thinks, is justified by the 13-weeks record sale of heaters.

Amarillo Hardware Co, had its first experience with a "traveling salesroom" last fall, when the three-quarter-ton job was put into commission. One of the first trips was with gas heaters, but wheel goods and lawn mowers have also been introduced in this fashion.

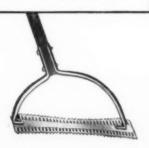
Being smaller, the Amarillo bus is more compactly arranged, as shown by accompanying illustrations. But it will, and does, carry an inventory of \$1,800 worth of fishing tackle, including one of every fishing tackle item carried in stock in Amarillo.

Specialty Salesman Trimble takes pride in relating his biggest sale in fishing tackle to date. In six hours he sold \$6,000 worth of fishing tackle to one dealer, and says: "I couldn't have sold that much



True Temper Kelly No. 26 Perfect Weed Cutter

The original—with oval hickory handle, serrated scythe steel blade, strong braced and bolted construction, and correctly balanced so the blade travels parallel to the ground. Safe—sure—long lasting. A known value—universally preferred by users.



• 20% less weight, with greater strength, and a thin, keen, easily sharpened blade are the value features of this new True Temper Solid Steel Scythe.

Each blade is forged from one piece of special analysis steel. The thick, grooved web extends through the heel for rigidity and to give great strength at the point of most strain.

Controlled tempering gives the back and heel toughness, strength

and backbone—gives the thin blade a keen cutting edge easily kept sharp with a whetstone or file.

Balance is scientifically designed to give a smooth, uniform feel from heel to tip.

Stock and feature these new True Temper Solid Steel Scythes. Your customers will welcome these features that give extra value and ease of use. True Temper Corporation, Cleveland 15, Ohio.

TRUE TEMPER

FINE TOOLS . FISHING RODS . GOLF SHAFTS . FOR OVER 100 YEARS

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Yes, American Wire Fabrics is first again . . . this time with a new metal bung. In contrast with conventional wooden bungs, which may be off-center, off-size and rough-sided, this new metal bung is precision stamped. Its smooth sides protect the edges and mesh of the innermost layers of screening.

But, more important is the long, dependable service which high quality Gold Strand screening provides for the ultimate user . . . an assurance that retailers will continue to make profitable sales to satisfied customers.

Request American Gold Strand from your jobber and give it a prominent place in your store.

American Gold Strand Insect Wire Screening is manufactured in strict accordance with U. S. Dept. of Commerce, Commercial Standard C.S.-138-47. Supplied in Galvanoid, Bright or Antique Bronze, Aluminum and other non-ferrous metals, in standard meshes and widths. Carefully inspected . . . packed in strong, clearly labelled cartons.

Other famous Wickwire Spencer Hardware Products include: Clinton Hardware Cloth, Clinton Hex Mesh Netlings, Clinton General Purpose Welded Wire Fabric, Perfection Deer Springs, Nails and Brads, Wissco Clothes Line.

AMERICAN WIRE FABRICS CORP. WICKWIRE SPENCER STEEL





in six weeks from catalogs," he said.

In addition to taking merchandise to dealers, Amarillo Hardware Co. makes it simple for a dealer to order. In a thick pad of order blanks, every item carried is listed by number, description and price. As a dealer examines the merchandise, all that is necessary to complete the order is to write the quantity in the left hand column.

Rods Secured

As shown in the illustration, fly rods and casting rods are held in felt-padded slots, so snugly that they will not jostle loose. Other casting rods are held in a fixed upright mount and reels are secured in their display racks.

An ingenious carpenter helped Amarillo Hardware Co, equip the "traveling salesroom." One side of the bus is devoted to 45 sliding shelves. Each shelf affords three square feet of space, but the actual display space is restricted to 18 by 30 inches, this part being hinged and dropping down for display. Slotted uprights shown equipped with wing nuts, and when the bus is in motion the uprights may be moved and locked in position to prevent shelves from sliding out.

Advantages

R. C. Neely, Jr., of the Amarillo firm, called attention to what he considers advantages of the smaller version of such a "traveling sales room."

"It takes up no more room than an ordinary car," he observed. "Therefore, it can be parked any place, right at the dealer's door. With the dealer in the bus, he and the salesman have privacy. Without interruptions, such a call takes less time, and as a result our merchandise gets around faster and over more territory," Mr. Neely observed.

Future Expectations

Neely said that his company expects "to at least double its fishing tackle business." That was before he knew of "Scotter" Trimble's \$6,000 order in six hours. Neely's eyebrows went up.

"Perhaps I was a bit conservative," he said with a smile.



Think of it ... you stock up for SPRING and SUMMER SALES of HY-LO VACUUM BOTTLES and MAKE OVER 40% PROFIT! THIS IS IT!...THE BONUS BUY OF THE SEASON...

BUY THIS ... (GROUP A)

10 HY-LO Pints, 4 HY-LO Quarts and 5 HY-LO Pint Kits with Bottles.







AND GET THIS WITHOUT COST

(GROUP B)

1 HY-LO Pint Bottle and 1 HY-LO Pint Kit with bottle.





If you haven't yet taken advantage of this high-profit deal (no limit on quantity)...DO IT RIGHT AWAY! CALL YOUR JOBBER.



HERE'S THE WAY IT WORKS ...

YOUR COST (GROUP A) \$26.57 YOUR SELLING PRICE ... \$44.40

(GROUP A PLUS GROUP B)

YOUR PROFIT

You get full support where it counts ... month after month . . . with ALADDIN HY-LO Nationally Advertised in Big Color Ads in . . . LIFE . . . SATURDAY EVENING POST . . . LADIES' HOME JOURNAL. HY-LO is wanted by millions. YOU can supply the big Spring and Summer demand AT OVER 40% PROFIT TO YOU!!!



ALADDIN INDUSTRIES, Incorporated 703 Murfreesboro Road, Nashville, Tennessee 1107 Merchandise Mart, Chicago, Illinois Pacific Coast: 105 E. Lexington Drive, Glendale, California

SOUTHERN HARDWARE for APRIL, 1950

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- VERNIER ADJUSTMENT FOR SQUARENESS
- FULL LENGTH ADJUSTABLE SCALES
- . HEAVY CHROME-PLATED STEEL GUIDE BARS
- . BALL BEARING EQUIPPED THROUGHOUT

Every retail store selling glass (and many now not selling glass) should have one of these new glass cutting machines.

Train any clerk in your store to cut glass dependably and watch your glass profits grow. The FLETCHER machine actually cuts the glass. It is more than a holding device. Made in two sizes to cut glass 0"-36" and 0" to 48". Order one today through your jobber.

"GOLD TIP" GLASS CUTTERS

Your customers want the best too. If you use FLETCHER Glass Cutters in your store sell them to your customers too. FLETCHER "Gold Tip" Glass Cutters are known for their excellent value and true performance, so BUY, SELL and USE the best. Your Jobber has them.



THE FLETCHER-TERRY COMPANY FORESTVILLE. CONN.

Cincinnati Convention

(Continued from page 65)

another arms and ammunition. and a third will discuss athletic supplies; authoritative talks on such new developments as fluorescent baits and glass fishing rods: "panel" discussions by wholesalers relating to their experiences with sporting goods buses and trailers and with sporting goods shows; and general discussions of various operating problems such as the use of specialty salesmen, their compensation, how they may work with the regular salesmen, etc.

Morning Programs

For the three regular business sessions of the Southern Association on Tuesday, Wednesday and Thursday mornings, the program will be made up largely of discussions by members themselves of some of the more important current problems of the wholesale hardware business. The only outside speaker will be Ed Williams, wage-and-hour consultant of the Associated Industries of Kentucky. who will speak on the new wagehour law in the Tuesday morning session. Other discussion topics include:

Experiences Under the Wageand-Hour Law Operating on a 40-Hour Week

Truck Deliveries

Coordinating the Work of Specialty and Regular Salesmen

Incentive Plans

Operating a "Traveling Display Room"

Sales Analysis

How Can We Reduce the Overhead?

Stock Control Methods Pension Plans

Among the allied events of the convention week will be the semiannual dinner of the Central States Hardware Club on Sunday night; the annual meeting and the annual dinner of the Old Guard, both scheduled for Tuesday; and the semi-annual luncheon of the X-Club, also on Tuesday. As usual, George Harper has made all arrangements for the Old Guard and X-Club activities.

Headquarters will be at the Netherland Plaza Hotel, where all convention sessions and entertainment features will be held. Other hotels helping to take care of the convention crowd are the Terrace Plaza, Gibson, Sinton,

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"Doc" Peters says:

There are 3 ways the coupon below can boost your ammunition profits!



GET A FREE PACKAGE EVERY MONTH of hard-selling Peters promotional material for your store! The first month you will receive a handsome change pad for your counter in eye-catching blue and yellow. Put it to work by your cash register - and watch how it reminds customers of their ammunition needs. Then, every month in 1950, you'll receive a new Peters point-of-purchase help to capitalize on the brand-name recognition created by Peters national advertising in leading Outdoor, Farm, Shooting and Boys' magazines. Just check the coupon below!

Peters "know-how" means Peters sales!



There's a new addition to Peters "High Velocity" line—the 222 Remington varmint cartridge for the new Remington Model 722. Talk these features when you sell: extreme accuracy • very flat trajectory • muzzle velocity of 3200 feet per second • 50 grain oft point bullet . balanced performance . terrific striking energy.

Peters "High Velocity" 22's are tops for small game and pests. Talk these features: Micro-Perfect" bullets . speed-intensity

ignition - newest smokeless pow der - special lubrication to pro tect rifling • flat trajectory • "Rustless" non-corro sive priming.

Recommend Peters "High Velocity" shot-gun shells with new Peters Flat-Top Crimp for perfect patterns. Talk these features: •



maximum pow er . smooth load ing · perfect shot size and shot count . "Water-Tite" shell bodies • speed-intensity ignition • "Rustless" primin



GET FREE THIS PROVED STORE PROMOTER-all the material you need to run a Peters 22 Guessing Contest! This "package" includes a transparent plastic container to be filled with 22's, window banners and a display card to draw attention to the contest, contest entry blanks in a self-service holder, and five novelty displays for holding 22 boxes. Just check the coupon below!



GET FREE THESE OTHER DEALER HELPS! We'll send you ready-to-go newspaper mats to back up Peters hard-hitting national advertising . . . let local shooters know that you are headquarters for Peters ammunition. We'll send you Peters price list, catalog, and inventory check list-remember, you can't sell what you haven't got. Check the coupon below today.'

> SEND FOR ALL THESE FREE PROFIT BOOSTERS!

PETERS packs the power

PETERS CARTRIDGE DIVISION—Remington Arms Company, Inc., Bridgeport 2, Conn., "High Velocity" and "Rustless" are Reg. U. S. Pat. Off.

Peters Cartridge Division: Dept. 3 939 Barnum Avenue, Bridgeport 2, Conn.

Please send me the Profit Booster I have checked below:

Peters Monthly Pramotion Package Peters Other Dealer Helps Peters Guessing Contest Material

Zone___State_

SOUTHERN HARDWARE for APRIL, 1950



Gold Meda QUALITY SEINE TWINE THE LINEN THREAD CO., INC. (Successors to American Net and Twine Campany)

418 GRAND STREET, PATERSON 1, N. J.

CHICAGO 10, ILL. . NEW YORK 17, N. Y. . BOSTON 10, MASS.

BALTIMORE 3, MD. . PHILADELPHIA 6, PA. . SAN FRANCISCO 5, CAL. . GLOUCESTER, MASS.

Fountain Square and Metropole

The entertainment program will include the following special features for the ladies: Ladies' Morning Television Tour, on Tuesday morning; Taggart Super Club, with award of many prizes, and showing of special film, on Tuesday afternoon; and bus tour of the city on Wednesday afternoon. General entertainment features include an elaborate floor show Tuesday night and a dance Wednesday night. H. C. Miller, of Cincinnati, is chairman of the entertainment committee.

The general plans for the convention have been worked out by the Committee on Arrangements. consisting of W. H. Terstegge. president, and T. W. McAllister, managing director, of the Southern Association; and H. F. Seymour, president, and Arthur L. Faubel, secretary, of the manufacturers' organization.

Officers

Officers of the Southern Wholesale Hardware Association are: president, W. H. Terstegge, Stratton & Terstegge Co., Louisville. Ky.: 1st vice-president, Fred C. Barksdale, Brown-Roberts Hardware & Supply Co., Alexandria. La.; 2nd vice-president, Charles E. Nash, Nash Hardware Co., Fort Worth, Texas; managing director. T. W. McAllister, Southern Hard-WARE, Atlanta, Ga. Members of the executive committee are: Edmund Orgill, W. D. Stuart, R. M. Miller, Ralph Speer, Edwin F. Flato and J. W. Hasson.

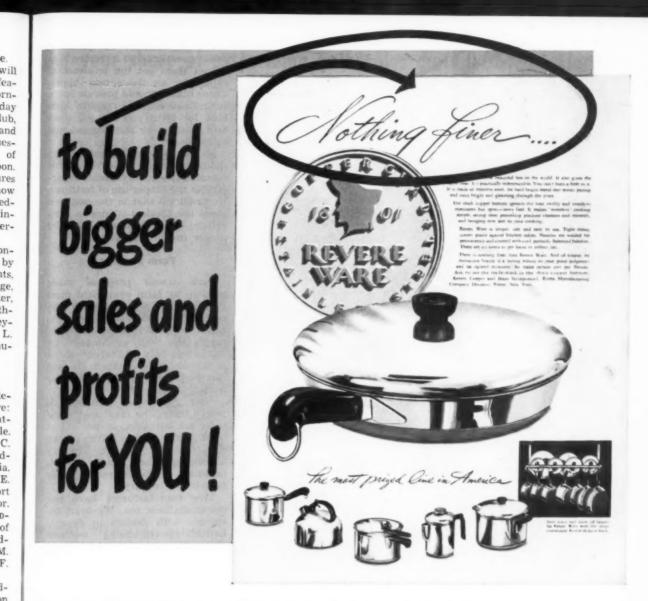
Officers of the American Hardware Manufacturers Association are: president, H. F. Seymour. Cleveland, Ohio; vice-presidents, Geo. H. Halpin, St. Paul, Minn., Richard L. White, New Britain, Conn., and Herbert B. Megran. Harvard, Ill.; secretary-treasurer, Arthur L. Faubel, New York City.

Tri-State Convention

(Continued from page 84)

as "selling merchandise that does not come back to customers who do," urged implement dealers to make a thorough survey of their territory.

"That is the way to find the prospect and convert him into a customer," he said. "In our survey we sent out two good men in trucks equipped with air compressors. By checking the farmers' tractor tires and putting in



Exciting, Full Color Pages Like This One, In The Nation's Leading Magazines, Will Send Thousands Of Customers PRE-SOLD To Your Store.

Yes, Revere Ware has launched the greatest advertising drive in its history . . . reaching over 686,000,000 readers month after month.

Mass-circulation magazines like The Ladies' Home Journal, Good Housekeeping, McCall's, American Home, The New York Times Magazine, Gourmet, Successful Farming, Progressive Farmer, The American Weekly, Farm Journal, Saturday Evening Post, Better Homes and Gardens and Pathfinder . . . are all telling "the Revere Ware story", all describing the glowing beauty, durability, and efficiency of these copper-clad, stainless steel cooking utensils.

So to increase your store's traffic . . . build up volume sales . . . and pile up profits . . . take advantage of this tremendous advertising campaign now.

Be sure your customers know you carry Revere Ware. Feature it in window and counter displays ... advertise it locally and through direct mail ... and watch it increase your sale per square foot as it has for dealers everywhere. You'll be amazed at the profitable results.

COPPER & BRASS INCORPORATED

Rome Manufacturing Company Division Rome, N. Y.

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She's opening your best market...

for Cortland BRAND

INSECT WIRE SCREENING



Keep an eye on the windows in your area. When they start staying up, that's the time to have plenty of Cortland Brand Wire Screening on hand.

Every open window . . . door . . . and porch is a potential market for this popular, profit-making screen. What's more, your customers will buy Cortland Brand Wire Screen because it's priced to fit their purses . . .

land Brand Wire Screen because it's priced to 11t their p gives them years of long-lasting screen protection.

Order Cortland Brand Wire Screening now — a favorite for over 75 years. Made to U. S. Department of Commerce, National Bureau of Standards' specifications. In 18 x 14 mesh, 24" to 48", in 100 linear foot rolls. Wide widths for porches and breezeways also available in Bronze and Aluminum. 54", 60", 66" and 72" widths.



Cortland GRAY-WICK

The popular, all-purpose insect wire screening. Doubly protected against corrosion by electrozinc galvanizing and enameling with pigmented finish. Has "glare-proofed" finish.



Cortland BRONZE

Rustless under all weather conditions—unaffected by salt air, acids or gases. Has greater strength and durability than copper screening. Available in bright or dark bronze "antique" finish.



Cortland ALUMINUM

Can't rust or stain because it's made of full gauge Alclad aluminum wire. Exceptionally strong and light—only one-third the weight of steel insect wire screening.

WICKWIRE BROTHERS, INC., Cortland, N. Y.

the right amount of pressure, these men rendered a service that helped them get the information called for on the survey blank. These blanks should provide space for indication of the farmers' hobbies, for often you can get close to a prospect by showing interest in his hobby."

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Melton said implement dealers should attempt to serve as the community's county agent, especially in the proper use of fertilizer. He predicted that in the next ten years the greatest strides in agriculture would be accomplished by proper use of fertilizer.

Farm Progress

Park traced progress made possible by farm equipment from the time that practically 100 percent of the population was engaged in production of food to supply the needs of America today, when only 20 percent of the population is so engaged. He said this 20 percent also helps relieve hunger abroad.

"But your sales technique is pretty rusty," he continued, "and there are barnacles on you a foot thick. Many of you haven't been on a farm in years, but the day is coming when you'll find it necessary to spend much of your time in the country.

"We manufacturers have our responsibilities, too. We must cooperate with dealers to develop better merchandising methods that will prevent a stampede by the newer dealers. We can't afford to 'load 'em and leave 'em.'"

Park made four recommendations. 1- Educate every one in the dealership about every piece of merchandise, thereby acquiring additional salesmen; 2- Make a survey such as recommended by Melton; 3- Develop the talent of creative selling, and 4- Capitalize on new markets.

Panel Discussions

One feature of the convention was a panel with discussion of points interesting to both hardware and implement dealers. Hardware dealers participating were Travis Lively of Pampa, Texas and Director Brasch, with W. J. Sheely of the national association as moderator. Implement dealers were Charles Schuler of Petersburg, Texas, and Director Cox, with Paul M. Mulliken of the national association as moderator.

For the second time in two

Get your share of extra lamp bulb sales during General Electric's

BRIGHTEN-UP TIME PROMOTION



NATIONWIDE ADVERTISING IS

From now 'til May your neighborhood customers will be reading about General Electric's Brighten-Up Time promotion featuring a "Spring Shower of G-E Lamp Values!" Full-color ads are backing it up in the Post, This Week, and Parade. Plus spot radio announcements and commercials on the Fred Waring television show!

SPECIAL DISPLAYS TO HELP YOU TIE IN!

If you don't yet have your special tie-in package, call your G-E lamp supplier today. You'll get plenty of bright streamers, price cards, and colorful display pieces. Use 'em all . . . with a mass display that features the General Electric 4-lamp package. For extra sales and easy profits this Spring, tie in with Brighten-Up Time.





A NEW KIND OF LAMP TO SPARK SALES!
General Electric's new White lamp gives softer shadows and less glare, because it's "all-over bright". 100-watt size, now being featured in G-E consumer advertising.



Be sure to see the Fred Waring television show every Sunday night. You can put your confidence in-





ELECTRIC

SOUTHERN HARDWARE for APRIL, 1950

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NOW ELECTRIC DRILL BITS BY GREENLEE TO MEET A BIG NEED...BUILD EXTRA SALES FOR YOU

Again Greenlee leads out with the newest in tools to match the tempo of today's more efficient building methods. These new Greenlee Electric Drill Bits meet a great need of carpenters and other woodworkers using ¼-inch electric drills for boring ½-inch or smaller holes in soft or hard wood. They fit electric drills perfectly, stand up under long hard work, do the job quickly and smoothly... replace old makeshift methods, provide the "right tool for the job." Solid-center twist; single-cutter, extension-lip type head with outlining spur; no pressure required.

Destined, we believe, to become "standard equipment" for skilled craftsmen everywhere. Available in sets of five, packaged as above, or in individual sizes. Ask your jobber or write Greenlee Tool Co. for details and prices.



STOCKED BY LEADING WHOLESALERS

The Greenlee Line also includes: Auger Bits • Expansive Bits • Bit Extensions • Chisels and Gouges • Turning Tools • Draw Knives • Automatic Push Drills • Spiral Screw Drivers and many other high-quality tools. Greenlee Tool Co., 1824 Herbert Avenue, Rockford, Illinois.

years in such an appearance, Director Brasch offered pointed and vigorous suggestions to hardware jobbers, this time asking for "prices that will permit us to compete with mail order houses." Last year he demanded better pricing information from jobbers.

Arthur C. Horrocks, of the public relations department of the Goodyear Tire and Rubber Company, stirred the convention wth his address, "Pioneers of Enterprise." These pioneers, he said. "are you, and you must end this orgy of Government spending." He added:

Socialistic Trends

"When you have big government you have little business. And whenever a government syphons off 40 percent of income in taxes, you have a Socialist state. We are now syphoning off 26.2 percent of income for taxes. We dare not take one more step into social experiment."

Earlier in the convention Mulliken, who is managing director of NRFEA, discussed "The March of Progress" and Sheely, merchandising and management service manager for NRHA had the subject, "It's Your Store—Your Business."

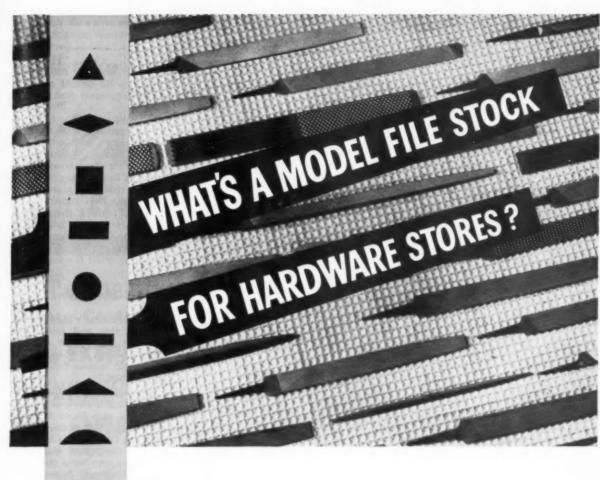
Concluding address of the four business sessions was by B. D. Danchik, management consultant. He enumerated many complications which have infiltrated business in recent years, declared most dealers unqualified to deal with new complications and urged a serious study of management problems.

Year-Round Toy Volume

(Continued from page 81) business, this must be a family store. A large majority of the customers are women, or should be, to assure a successful operation. And mothers will, invariably, prefer to shop in a store where it is obvious that children are welcome."

Toyland is located on a balcony at the rear of the store. But Saiken does not depend on this alone to merchandise his toys. "Because of their importance," he said, "we give toys prominent up-front display." There is a definite reason for this. Usually the entire display window is given to toys. Along with this, wheel goods are displayed on the sidewalk.

"Children, walking past with



It depends on your location. Jones' Hardware, located in the heart of a timber and pulpwood

region, features saw files. Jones builds himself a reputation in that field and gets 'way ahead of his rivals on turnover. Smith, located in a farming community, keeps well supplied with fast-selling general-repair and sharpening files. Brown, in a mid-city location, broadens his line to meet all comers—carries novelty and "occasional" types as well as the regular quick sellers—through having complete stocks becomes known as "file head-quarters"—cashes in on big volume.

It's worth while making a study of the file market in your particular community . . . and then getting behind it with the right stocks and a sound selling program. Because files, by their nature, require replacement more frequently than any other widely used type of hand tool, turnover is more rapid; your yearly profit margin is greater. Have you thought of these things?



Your wholesaler can give you good advice on the right file setup for your trading area. The profusely illustrated 48-page Nicholson book, "File Filosophy," will help, too. Send for it – FREE!

NICHOLSON FILE CO. . 15 ACORN STREET, PROVIDENCE 1, RHODE ISLAND

(In Canada, Port Hope, Ont.)



BLACK DIAMOND ... A FILE FOR EVERY PURPOSE

SOUTHERN HARDWARE for APRIL, 1950

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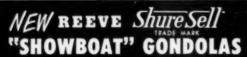
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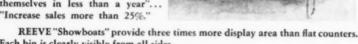
ALL METAL AND GLASS

HOLD MORE

SHOW MORE

SELL MORE

Scores of buyers say ... "the finest display units ever built"..."pay for themselves in less than a year"... "Increase sales more than 25%."



Each bin is clearly visible from all sides.

High chrome finish tubular frame... baked enamel perforated metal shelves . . heavy glass with polished edges for bin divisions . . . and other exclusive features that make the REEVE "Showboat" the most beautiful and functional display unit made. Complete in every detail . . . Ready to set on your sales floor . . . and go to work. Send now for brochure giving full description.

OUR NEW CATALOG JUST OFF THE PRESS! Send for it today! Hundreds of new improved items from ticket holders to large display units.

E COMPAN

Serving America's Retailers since 1913" 2222 S. GRAND AVENUE . LOS ANGELES 7. CALIFORNIA



their parents, naturally are attracted to these sidewalk displays. Often their interest prompts parents to make a close inspection of these toys.

Having the wanted merchandise, then, has its untold advantages when displayed just inside the door!

However, all parents do not have to be prodded into buying their children toys with which to amuse themselves. Saiken, a father himself, is more than casually interested in child psychology. The modern thinking along this line, he says, is that parents are encouraged to reward their children for their good behavior, rather than threaten them with some form of punishment if they fail to abide by what is considered best for them.

Psychological Buying

"Children constantly are being rewarded for this and that," he said. "If they get A's in school, they get a reward; if they practice their music lessons faithfully. they get a reward."

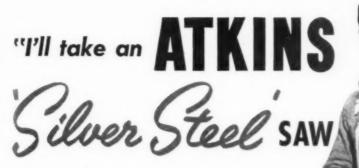
With psychologists behind the reward system, it is obvious someone is going to cash in on it. And Saiken has given this phase of his business much thought. He has arrived at the conclusion that the more expensive toys have the biggest appeal. They sell faster, and the customer is better satisfied with the purchase.

"While only about 15 percent of our total dollar volume comes directly from the sale of toys," said Saiken, "we can attribute sales from our other departments to the traffic-pulling power of toys. Only in very few exceptional cases do toy customers confine their buying to toys. They come in because of our toy department and become steady store customers.

"We could triple our toy volume easily, if we had the space to display them properly," he added.

Good-Will Features

Aside from the dollar revenue derived from toys, Saiken has discovered there is no more effective means to ingratiate oneself with the parents than through the child. "When parents come in with their child to select a toy, they will appreciate it more if you give your attention to the child, rather than to them. After all, the toy is for the child, the parents are along only to pay for it. And the average customer will like it more if you



Every time!"

Your Customers
the EXTRA VALUE of
ATKINS "Silver Steel"
SAWS!

A "Silver Steel" Saw — tempered, heattreated and truetaper ground. 20, 24 and 26 inch lengths.

Edge-holding teeth for langer service — perfectly shaped and fitted for fast, easy cutting.

"Perfection" pattern, carved apple handle eliminates wrist strain, directs full force against teeth.

ATKINS No. 65

Just one saw from the complete Atkins line . . . but what a saw! The kind that helps the carpenter finish his day's work with less fatigue — that the home craftsman will prize (and praise to his friends) for years to come . . . In short, a perfect example of the extra quality that makes every Atkins an easier, more satisfying saw to use—that gives your customer a bigger dollar's worth for every dollar he spends. There's no surer way to build satisfied patronage than to suggest and sell Atkins "Silver Steel" Saws.

Check Now and Make Sure You Have the Right ATKINS "Silver Steel" SAWS for All Your Customers Needs...

for example:

No. 400 Handsaw — America's finest • No. 2000
Handsaw — the "streamlined" saw with the stiffbut lighter blade and special "Perfection" hang
handle • Hacksaw Blades • Mitre Saws •
Compass and Keyhole Saws • Pruning Saws

ORDER FROM YOUR ATKINS JOBBER NOW



E. C. ATKINS AND COMPANY

Branch Factory: Portland, Oregon Knife Factory: Lancaster, New York

HE DEALER'S PARTNER

Home Office and Factory: 402 S. Illinois Street, Indianapolis 9, Indiana

402 S. Illinois Street, Indianapolis 9, Indiana

Branch Offices:

Atlanta • Chicago • New Orleans • New York

SOUTHERN HARDWARE for APRIL, 1950

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THE Samson "FASTENER CHEST"

Increased use of mechanized equipment on the farm and in the home is building a new, profitable Cap Screw business for hardware retailers.

The LAMSON "FASTENER CHEST" has been especially designed to help you cash in on this new market. It is a convenient, counter-sized cabinet containing the 63 most "called-for" sizes in Cap Screws and Semi-finished Nuts. Piece-by-piece sale of the contents nets a \$31.18 profit, and the all-steel cabinet is included as a bonus.

Sound good? It is! Check with your jobber today or write us for information.

THE LAMSON & SESSIONS COMPANY

General Offices: 1971 West 85th Street, Cleveland 2, Ohio
Plants at Cleveland and Kent, Ohio • Chicago • Birmingham

LAMSON & SESSIONS



devote your attention to pleasing the child—and not the parent's pocketbook.

"Another important factor to remember in buying toys is to beware of the items which can be instrumental in harming the child." Saiken said.

Demand Created

"Too, remember, when ordering, that once a child gets a new toy, others in the neighborhood are going to want one just like it. The parents will expect you to have one for their child when they come to buy it. While the parent would settle for a reasonable substitute, the child will seldom be that tolerant. And you are satisfying the parent by first satisfying the child!"

In early November, this store began its Christmas promotion. All through the year people had been accustomed to shopping here for toys. Seeing at this early date just what they wanted, they bought. Such early sales pro-longed the buying season and saved that last-minute rush. This is not exactly the case of the "early bird getting the worm." People seldom go to unexpected places to find what they are looking for. They come to King's Hardware for toys, in November and December, because they went to this same source in May, June or July. Toys are a year-'round profitable business for the retail hardware dealer, as Saiken has proved in his promotions.

National Hardware Show to Issue Buyer's Guide . . .

The National Hardware Show, to be held at the Grand Central Palace, New York City, October second through sixth, will publish a special directory and guide for buyers attending the show this year.

In addition to listing all exhibitors and the officials in charge of their booths, it will also contain an alphabetical index of the manufacturers exhibiting at the show, giving their booth number and floor locations.

The National Hardware Show will use 192,000 gross square feet of space for its exhibitors. This is the maximum space possible to use at the Grand Central Palace. Frank Yeager, managing director, stated that it was necessary to secure outside warehouse space to take care of the packing and shipping crates of exhibitors to make room for the increased number of manufactur-

THEN AS NOW ...

The reputation of a local craftsman was based solely on the quality of his product. Now as then—" not how much but how good " still applies to the quality hardware manufacturers of today.

Annually over six hundred of America's best manufacturers welcome the opportunity to display the newest in hardware and allied lines at the NATIONAL HARDWARE SHOW, the proven show known throughout the world as the symbol of quality merchandise.

New York City — Grand Central Palace — NATIONAL HARDWARE SHOW are indelibly established in the minds of buyers as the crossroad of the hardware world.

Write, wire, or phone for floor plans and complete data on the industry's greatest trade show. (only manufacturers may exhibit).

OCTOBER, 2nd, 3rd, 4th, 5th, 6th, 1950



GRAND CENTRAL PALACE - NEW YORK CITY

NATIONAL HARDWARE SHOW

331 MADISON AVE., NEW YORK 17, MURRAY HILL 2-4802

SOUTHERN HARDWARE for APRIL, 1950

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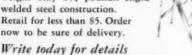


The World's Finest Home Canning Equipment

Right combination for home canning sales -the Burpee Aristocrat Pressure Canner. and Simplex Can Sealer. Cash in on SAFETY by selling the only SAFE canner. Earn extra sales with Simplex Can Sealer for home freezing and canning in tin. Act NOW to make more profit this season by selling new Burpee equipment.

New Burpee STEP-STOOL

Non-skid, sturdy, Step-stool finished in modern aluminum, weighs only 83/4 pounds. Rigid welded steel construction. Retail for less than \$5. Order now to be sure of delivery.



THE BURPEE CAN SEALER CO. Barrington, Illinois

COMING! ANOTHER BURPEE QUALITY PRODUCT TIFUL! AUTOMATIC! ELECTRIC! FRENCH FRYER ers, who will exhibit at the Palace this year. He also stated that the show is already over 87 percent sold out and that 92 percent of last year's exhibitors have already taken space for the 1950 show.

By request a special sporting goods section has been set up within easy access to the fishing and hunting division of the National Hardware Show. With the buyer attendance and the sales volume breaking all records for any hardware show ever held last year, this year's buyer attendance, with the addition of the sporting goods section, will be even greater, according to the directors.

Although the show is still six months away, arrangements are being made for special planes, as well as trains, to bring the buyers to the show, which is being held in early October for the convenience of the many buyers who will also attend the industry's two major conventions in Atlantic City the week following the show.

CONVENTION DATES

Alabama Retail Hardware Association, annual ocnvention and trade show, May 17-19, 1950. Headquarters, Tutwiler Hotel, Birmingham, Ala. Secretary, Mrs. Euna G. Ramsey, 509 N. 19th St., Birmingham, Alahama

Hardware Association of the Carolinas, annual convention June 13-14, 1950. Headquarters Hotel Geo. Vanderbilt, Asheville, N. C. Secretary, Mrs. Sally C. Masten, 1181/2 E. Fourth St., Charlotte, N. C.

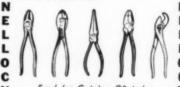
Florida Retail Hardware Association and Georgia Retail Hardware Association, annual joint convention, May 22-23. Headquarters, Hotel George Washington, Jacksonville, Fla. Secretary, W. W. Howell, Box 183. Waycross, Georgia.

Mississippi Retail Hardware Association, annual convention, June 5-6, 1950. Headquarters, Vista Hotel, Biloxi, Buena Miss. Secretary, David O. Mansfield, 226 S. State St., Jackson, Mississippi.

Southern Wholesale Hardware Association and American Hardware Manufacturers Association, annual joint convention. Cincinnati, Ohio, April 3-6, 1950. Headquarters, Netherland Plaza Hotel. T. W. McAllister. 814 Metcalf Bldg., Orlando, Fla., managing director, SWHA. A. L. Faubel, 342 Madison Ave., New York 17, New York, secretary, AHMA.



The exclusive tongue and groove joint gives you these "plus" features: Greater Strength, Longer Wearing, Self-Cleaning, Closely Spaced Ad-justments, Visible Adjustments, No Wear on Joint Bolt.



Send for Catalog C3 today

CHAMPION DEARMENT TOOL CO

Champion DeArment makes

NEL LOCK

SOU

FREE SAMPLE

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IS WAITING FOR YOU WRITE US . . . TODAY!



The Perfect Minnow Trap

Get ready for the fishing season—the Mo-Mees Minno-Mason displayed in your sporting goods department will catch more dollars for you.

Made of durable Polystyrene plastic and metal—will fit all mason jars. A patented, specially designed tube creates perfect circulation inside the jar—a natural lure that minnows cannot resist! Cash in on this fast-selling item—write for your free sample. Please

give us the name of your favorite jobber.

LIST \$7.00

FAIR TRADE

CHAMP-ITEMS, INC.

6191 Maple Ave., St. Louis 14, Mo.



ALUMINUM

CLOTHESLINE WIRE

"The Washday Sweetheart"

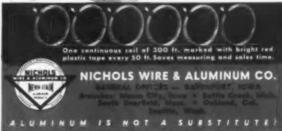
- . WON'T RUST . WON'T ROT
 - . WON'T CRACK
- . HOLDS ALL TYPES OF CLOTHESPINS
 - . WILL NOT SOIL WASHINGS

Display this top sales-builder for steady profits. Millions of feet of Nichols Never-Stain Aluminum Clothesline have been sold. Costs no more than ordinary clothesline. Ideal for yards, basement or attic.

NATIONALLY ADVERTISED TO OVER
20,000,000 READERS



- . BETTER HOMES & GARDENS
- HOUSE BEAUTIFUL
 AMERICAN HOME
- GOOD HOUSEKEEPING
- PARENTS' MAGAZINE
- WOMAN'S DAY
- PATHFINDER
- SUNSET HOUSEHOLD



CO

SINESS TRENDS and

Retail Sales Continue on High Level

NE BRIGHT spot in the nation's business scene is retail sales. In January, retail store sales edged up to a rate of more than \$130 billion per year. This was 3.5 percent above December and 2.4 percent above the previous year.

For one thing personal income was still on a high level-about \$211 billion in December and probably no lower in January. Sales of durable goods are moving along at a brisk pace. In January sales of durable goods were about 17 percent above the same month of 1949, with consumers still pouring out dollars for automobiles and television sets, with sales of household appliances and furniture running a close second.

Generally, the retail outlook seems good. One disturbing factor is a slow rise in unemployment, presently at a post-war high of

about 4.5 million.

Construction, Television **Industries Lend Support**

Two factors which support to the relative high TWO FACTORS which lend much level of business are: construction activity and television production.

In January contract awards amounted to more than \$900 million, an increase of about 60 percent over a year ago. Private contracts showed a gain of some 85 percent. Employment offered by the construction industry, though somewhat under last year, still represents an important source of purchasing power.

At the same time television production is helping sustain the generally healthy business situation. While peak production probably was reached in 1949, the industry is still sufficiently active to be counted as one of the top leaders. And heavy production will continue as manufacturers compete for a market that has not been more than scratched.

It is estimated that there are about 4 million television sets in use now-a figure which some observers say will be increased to 8 million by 1951.

Industrial Production Victim of Coal Strike

WITH COAL reserves nearly depleted and with American industry about to clank to a halt, the miners finally decided to return to the pits-thread-bare victors in a struggle, the cost of which will be borne by the public as usual

As February closed, industrial production was gradually reduced. Steel production was off, with metal fabricators once again finding steel to be their number one problem

Any hopes for down-the-line price reductions seemed virtually eliminated as a result of the increases which miners "won." With the further increase in cost added to the already high production costs in practically all industries, price reductions hardly seem prob-

Increased Social Security Tax Foreseen

THE GOVERNMENT'S SOCIAL ty program probably will be next few expanded within the next few months. The new bill probably will provide coverage for about 11 million more people including selfemployed, professionals, local government workers, and more salesmen

At the same time benefits will be increased about 50 percent. These changes possibly will become effective by next january 1, meaning a payroll-tax increase for employers and for employees making more than \$3,000. The present social security tax stops at that level, but under the new law will apply to incomes up to \$3.600 or \$4,000.

Congressional Action on Taxes Probable

ONGRESS still is faced with the job of doing something about taxes. According to the reports from many observers, congressional mail is heavy with demands that excises come off.

Some feel that a liberal excise cut will be voted on practically all items still being taxed under the war-time emergency plan with the exception of gasoline, tobacco and liquor.

Still other reports indicate that a boost in corporation income taxes from 38 to 42 percent is improbable.

Farm Marketings Down 10 Percent in 1949 . . .

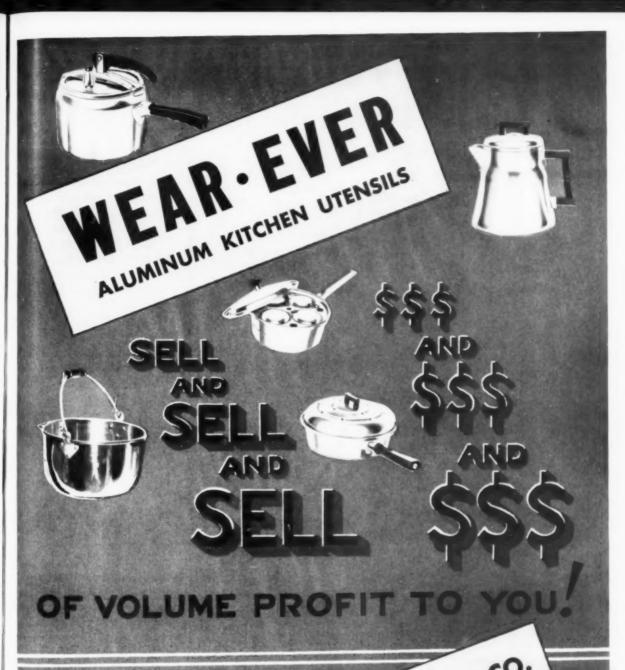
PARMERS' cash receipts from marketings in 1949 came to \$27.5 billion, 10 percent less than their receipts in 1948. Prices of farm products were down 13 percent on the average, and this drop was only partially offset by a small decrease in the total volume of sales, according to a recent report from the Department of Agriculture.

On a state basis, cash receipts in 1949 showed percentages ranging from a 32 percent drop in North Dakota to a 19 percent rise in Florida.

The 19 percent increase in Florida was due to higher prices for citrus fruits. Receipts in Texas were up 10 percent because of increased sales of cotton and wheat.

A rise of 7 percent in Arizona was due mostly to larger sales of cotton. Larger sales of broilers in Delaware and of cotton in New Mexico were influential in maintaining total cash receipts in those states near their 1948 levels.

The South fared somewhat better than the nation as a whole. Average decline in the 16 southern states was 8 percent.



PLACE
YOUR ORDER
TODAY
WITH YOUR
KING HARDWARE
SALESMAN

KING HARDWARE CO.

APO MARIETTA ST.,

ATLANTA, GA.

HAVE YOU HEARD

ABOUT PLYMOUTH'S PLAN TO BOOST YOUR ROPE SALES?



The folder pictured on this page opens up the whole story—advertising, a motion picture, displays, booklets, merchandising helps. Fill in and return coupon if you have not yet received your copy, and see how easy it is to pile on the Plymouth bandwagon and get MORE rope profits.

This is how the Plymouth promotion works for you . . .

- -it presells your customers on the <u>lower cost per month</u> of Plymouth Rope
- it helps you sell more rope per customer
- -it pays off with bigger rope profits than ever for you

The first phase of this Plymouth promotion push is well under way. Priming the market for you right now is an all-out national advertising campaign that's penetrating general and important industrial consumer fields...saturating them with more than 30,000,000 timed impressions on the Plymouth lower-cost-per-month story.

Order your Plymouth promotion folder today and cash in on the biggest promotion ever to blanket the rope market.

Yes, I'd like to he Plymouth Promot	oost ion F	my	rc	pe	8	al	es.	. 5	Se	nd	1	m	e				co	p	ie	S	(f	t	he
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Street or RFD																								
City													Si	ta	te	*	* *	*					4	/50



THE ROPE YOU CAN TRUST

SOUTHERN HARDWARE for APRIL, 1950



J. W. Hasson Named Head of House-Hasson Co. . . .

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J. W. Hasson has been named president and general manager of House-Hasson Hardware Company, well-known hardware wholesalers of Knoxville, Tenn. He succeeds his father, Charles S. Hasson, founder of the company, who will continue to serve in an advisory and supervisory capacity, as chairman of the board.



J. W. Hasson

Following his graduation from Georgia Tech, Jack Hasson became connected with House-Hasson as an order boy. He advanced rapidly in the company and for the past twenty years has been executive vice-president and assistant general manager.

Other officers elected in the recent annual meeting are L. R. Smith, J. C. Peoples, and James R. Wooldridge, vice presidents; C. C. Minnich, secretary; and H. M. Webster, treasurer. M. R. Calloway, sales manager of the company, succeeds Jack Hasson in the position of executive vice president and assistant general manager.

D. E. Cook, South Bend Representative, Passes

Dwight E. Cook, well known in the fishing tackle industry and among trade and fishing fraternities throughout the west central states, where he had served as representative of the South Bend Bait Company for nearly 23 years, died suddenly on January 21.



D. E. Cook

Mr. Cook was returning with his wife from a winter vacation in California when he was stricken suddenly with a heart attack in New Mexico. He would have been 63 in July of this year.

W. Thompson to Represent Griffon Cutlery in South

The Griffon Cutlery Corp., New York, N. Y., has announced the appointment of Walter Thompson as Griffon representative in the southern territory, including the eastern Seaboard states from Virginia down through Florida.



W. Thompson

Mr. Thompson, a native of Atlanta, has had considerable experience merchandising and selling in the southern states and is familiar to a large number of buyers and merchandise men in the territory.

Hamilton Reorganizes Sales Department . .

Hamilton Manufacturing Corporation, Columbus, Indiana, announced at its annual sales meeting the reorganization of the sales department to embrace the creation of new positions and reassignment of personnel.

Effective immediately, Clarence O. Hamilton, formerly sales manager, becomes general sales manager. Assistant Sales Managers W. C. Phillips, T. R. Henderson, and R. L. Wendling will also assume new duties immediately, it was announced.



C. O. Hamilton

Hamilton Manufacturing Corporation manufactures COSCO household stools, chairs and utility tables. Plant and offices are located in Columbus, Indiana.

Parker Appoints Hedden Southern Representative

Parker Manufacturing Co., 149 Washington St., Worcester, Mass., manufacturers of hack saws and small tools, announces the appointment, effective March 15, of Jeff A. Hedden Co. of Atlanta as southern representative for both Parker products and Trojan products made by the Ackermann-Steffan Co., a division of the Parker firm.

The Hedden Co. will serve as sales agent in the states of South Carolina, Mississippi, Alabama, Florida, Georgia and Tennessee.

T

Lowe Appoints Bridges Southern Sales Manager

The Lowe Brothers Company, paint and varnish manufacturers of Dayton, Ohio, announce the appointment of Bruce E. Bridges as southern district sales manager.



B. E. Bridges

Mr. Bridges has had wide experience in different phases of the paint industry. Over a period of 22 years he has been a contractor, retailer, sales representative and sales supervisor. He joined the Lowe Brothers Company as branch manager in 1947.

In his new position, Mr. Bridges will work with T. H. Hollimon, district manager, in the direction of all Lowe Brothers sales activities in the southern district area. Their office in Atlanta, Georgia, serves the company's southeastern states sales area.

Hedden to Represent Snell in the South . .

The Snell Manufacturing Co., Worcester, Mass., manufacturers of auger bits and wood boring tools, announces the appointment, effective March 15, of Jeff A. Hedden Co. of Atlanta as southern representative for Snell products

The Hedden Co. will serve as sales agent in the states of South Carolina, Mississippi, Alabama, Florida, Georgia and Tennessee.

M. D. Barry Promoted to Comptroller of SSIRCO.

Southern States Iron Roofing Company, Savannah, Georgia, has promoted M. D. Barry from chief accountant to comptroller.

With the company since 1940, Mr. Barry started as an inventory clerk in the accounting department. He was manager of the inventory section three years later. During the next three years he advanced



M. D. Barry

steadily, becoming successively assistant chief accountant and general cost accountant. He was made chief accountant in 1946.

H-I Appoints Witcher To Sales Position . .

The home office of Horrocks-Ibbotson Co., Utica, N. Y., announces the appointment of Charlie Witcher, Jr., as an assistant sales representative.

Mr. Witcher, a native of Atlanta, has been manager and buyer of the gun and tackle department of

Electric HOUSEWARES

A PROFIT LINE of Quality Products At POPULAR PRICES For Homemakers, Sportsmen, Children



Tastier Toast With An **EMPIRE** ARISTOCRAT Toaster

Makes toast that's akes toast that's al-ays an even, golden rown—crisp on the out-de, light and moist

- Flip of Door Turns
 Toast Automatically
 Flat Top to Keep
 Toast Warm
 Smart Styling Lustrous Chrome Finish Cool Ebonized Handles Underwriters' Laboratories Listed Designed for Long Service

No. 769, List: \$3.95

New... "EMPIRE" AUTOMATIC PERCO-DRIP Stops percolation automatically!!

Keeps coffee hot for hours!!

Perfect coffee every time!!
The "Cold-Water"
Pump in this Automatic Electric PERCODRIP starts coffee "perking" in 60 seconds.
Makes clear, rich-flavored coffee without boiling. Dual-Heat immersion element shuts off automatically just before boiling point—and—keeps coffee serving-hot for hours 8 cup capacity. • Stops percolation

EMPIRE HI-LO PIVOT-LITE

Every sportsman, m torist, vacationist, wants this brand new HI-LO Pivot-Lite.
Two beams, at side and top, swing in a vertical arc from pivot in lantern vertical arc from pivot in lantern base. Only lantern permitting use of both lights at same time. Stands, carries, hangs up-stoys put light wherever wantat any angle. Comfortable bail hantery and Mazde de. Throws brilliant bulbs.

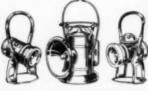


No. 870, List: \$4.35



EMPIRE ELECTRIC HOUSEWARES





No. 1922 List: \$7.95



EMPIRE ELECTRIC LANTERNS

AND EMPIRE TOYS







THE METAL WARE CORPORATION WO RIVERS, WISCONSIN

NEW YORK, 200 5th Avenue CHICAGO, Room 1411A Merchandise Mart

SOUTHERN HARDWARE for APRIL, 1950

IT ALL ADDS UP

- South's largest, most experienced sporting goods sales staff.
- 2 A complete and new FREE advertising and promotion service to all dealers.
- 3 42 years of exclusive sporting goods know-how.
- 4 First in wholesale distribution of namebrand sporting goods and bicycles.
- 5 Fastest in service overnight delivery any where in the South.
- 6 Your closest and most economical source of supply.
- Solid Coverage Over the Solid South.

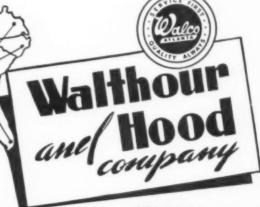
GOOD REASONS WHY MORE DEALERS
ARE TURNING TO WALTHOUR & HOOD

AS THEIR CHIEF SOURCE OF SPORTING GOODS SUPPLY

POLYCHOKE INSTALLATION

Perform a valuable service to your shooting customers, you take the orders, ship the barrels and make your usual profit without investment. Send today for free shipping cartons.

PRYOR STREET AT AUBURN AVENUE



ATLANTA 1, GA.

SOUTHERN HARDWARE for APRIL, 1950



Reeder & McGaughy, Atlanta, and was associated with Cac's Sporting Goods of that city.

Mr. Witcher will represent Horrocks-Ibbotson in Tennessee, Mississippi, Alabama, Georgia, the Carolinas and Virginia, under W. J. (Bill) Crum, representative for that area.

Boatwright Joins Olin Electrical Sales Staff

George A. Boatwright of Charlotte, N. C., has become a member of the sales staff of the Electrical Division of Olin Industries, Inc.

Mr. Boatwright will be the Bond sales representative in North Caro-lina, South Carolina, Virginia and

eastern Tennessee.



G. A. Boatwright

A veteran of World War II, he served in the infantry from 1942 to 1945, receiving his discharge with the rank of first lieutenant. He makes his home in Charlotte.



E. J. Cappleman

Mr. Capplemann, president of C. D. Franke & Co., wholesale distributors of Charleston, S. C., is celebrating his 50th year with that firm. As reported in the March issue of Southern Hardware, Mr. Capplemann, when 14 years of age, started with the company as an office boy and advanced through various departments of the business. In 1947 he was elected president, following the death of J. H. Ishny



Attractively lacquered in green and red, non-corrosive (aluminum and brass)

OFFER THESE:

FOR 59c Sprinklers to cover 20 ft. circle held in position with spike. Swirling, evenly distributed umbrella of water obtained without moving parts.

FOR 98c Like the sprinkler above, but held in position with three legs.

FOR \$1.45 A fast action, two arm sprinkler to cover a 40 ft. circle with a fine spray.

FOR \$1.95

FOR \$2.49

An unusual 2 arm sprinkler to cover a 50 ft. circle with three jets providing even rain drop saturation.

• The revolving bearing on these three sprinklers is raised by the water pressure of the column of water and floats freely on the column of water while revolving . . . no friction . . . no wear.

Sure to be "best sellers" for you this summer! Write today for new illustrated literature.

RODUCTS CORP. FORESTVILLE 2, NEW YORK

SOUTHERN HARDWARE for APRIL, 1950

SO

AT LAST A **GUARANTEED** TILEBOARD



NEW ROXDALE GUARANTEE TILEBOARD SALES THAN EVER BEFORE

Now you can sell Roxbord, Roxdale's quality tileboard for use anywhere, including those trouble spots-in the shower and behind stoves-knowing that you are backed by the written Roxdale guarantee, given to your customer with every sale.

Roxdale's new guarantee combines with these outstanding Roxbord features: tile-sized 41/4" x 41/4" blocks instead of the traditional 4" x 4" block; wider beveled edged scoreline for a new realistic effect in tileboard; high-gloss, alkali-resistant finish permanently sealed by baking at 250° Fahrenheit for one full hour; precision made halfscore-halfstripe on all four edges of each sheet for quick, easy, inexpensive installation; complete line including tile, streamline, and smooth surface patterns; eleven decorator colors. All these features add up to more sales, more profits for you when you feature the ROXDALE line.

Take advantage of the tremendous sales potential of Gentlemen: Without obligation on my part, please send me the sensational new guaranteed Roxbord. Mail this coupon Facts on becoming a Dealer for Guaranteed Roxbord. today for full details on Roxbord and the hard hitting Roxdale promotion.

A FEW SELECT TERRITORIES STILL AVAILABLE FOR DISTRIBUTORS

ROXDALE Building Products Corporation	Dept. SH-4
2916 White Plains Road, New York 67, N. Y.	

City	State
Street	
Company	

SOUTHERN HARDWARE for APRIL, 1950

McGowan Returns from Sweden Inspection Tour

After a six weeks' business trip in Sweden, during which he visited the factories and offices of the various factories whose products are distributed on this market by Sandvik Saw & Tool Corporation, W. C. McGowan, assistant general manager, has returned to the United States.

Particularly impressive to McGowan were the expansion programs under way or recently completed by many of the firms represented in the United States by Sandvik Saw & Tool Corporation.

"The demand from all over the world for high quality tools is just as great as Sandvik Saw & Tool is experiencing and it continues to tax the productive facilities of Swedish manufacturers to the utmost," Mr. McGowan said. "At Sandviken, Sweden, where I had the opportunity of watching the fabrication of saws from the beginning of the steel manufacture itself on down to the completely finished product, they are exceptionally busy. The mines from which the ore is taken for producing Sandvik steel is also owned by them, and I was amazed at the absolute quality control that they obtain in manufacturing our saws in this manner.'

High employment levels are maintained in Sweden, he said.

NEW PRODUCTS AND SALES PROMOTION MATERIALS

Sutcliffe Catalog Draws Large Response

Numbering 176 pages of accurately-described sporting goods, the new 1950 catalog of The Sutcliffe Company, sporting goods wholesalers of Louisville, Ky., is the largest and most comprehensive catalog in the company's history.

Mailed during January (and announced and pictured in Sutcliffe's advertisement in the January issue of SOUTHERN HARDWARE) the catalog has brought numerous requests for copies. The Sutcliffe Company, which has a background of 55 years of service to Southern and Midwestern sporting goods dealers, considers the response to their catalog an excellent business barometer and confidently anticipates a generous increase in the sale of fishing tackle, hunting equipment and sporting goods in general during 1950.

In the catalog is represented practically every prominent manufacturer of sporting goods lines. The

book is sent only to recognized dealers of fishing, hunting and athletic equipment.

According to the announcement, Sutcliffe's optimism concerning 1950 sales volume is based upon views of the firm's sales representatives serving customers in the South—views expressed by these men at a recent annual four-day meeting held in Louisville, at which George Buechel, president of the firm, presided.

It was the general opinion of these salesmen that the sale of sporting goods would be greatly increased throughout the country during 1950 and that their own sales in their respective territories in the South would increase from 15 to 20 percent.

Sucliffe salesmen specialize not only in tackle and fire arms, but are ardent students of hunting and fishing conditions in the territories they travel.

The Sutcliffe sales staff meets annually with Mr. Buechel, J. L. Willenbrink, and other company executives, to discuss and decide upon merchan-

ON THE SQUARE — CRAFTSMEN DO PREFER WOODMARK RULES and SQUARES

There are many reasons why Woodmark metal rules and squares are high revenue producers in stores throughout the nation. Woodmark products were designed and made in answer to the demands of craftsmen for quality rules and squares that could stand the gaff, be easy to handle and read, and priced right. They are precision made for accuracy in accordance with U. S. Bureau of Standard Specs. Feature Woodmark—the Measure of Quality... High customer appeal—high profits.

RAFTER FRAMING SQUARES

Woodmark Model W 100 RS is a HARD, RIGIDLY TEMPERED, SOLID STAINLESS STEEL square that will please your most particular customer. All surfaces and edges are precision machine ground. Graduations and markings are produced by photogravure process, etched, and are inlaid with metal . . . accurate, legible, permanent. Other models of Polished Steel, Coppered, and Blued. All individually wrapped.

AIRCRAFT ALUMINUM ALLOY FOLDING RULES

Woodmark has a complete line of 6', 3', and 2' as well as Metric folding rules. These outstanding rules are made for every purpose and are popular because they are exceedingly long lasting, easy to read, wear-proof, accurate, lightweight, rust-proof, warp-proof, and resistant to acids, oils and stains. Strong, tough aircraft aluminum alloy section . . . patented spring tempered bronze hinges . . .



brass rivets . . . snow white finish all combine to make Woodmarks top favorites with skilled craftsmen and amateur putterers. Also available are STRONG, LONGWEARING WOODMARK aluminum yardsticks for homes, offices, schools and stores.

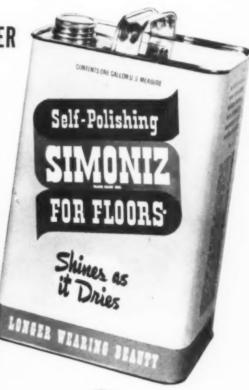
If your jobber does not handle Woodmark quality rules and squares write to WOODMARK INDUSTRIES, INC., 4601-F Highway 7, Minneapolis 16, Minnesota.

Give Self-Polishing Simoniz more shelf space!

GREATEST "PER FOOT" PROFIT-MAKER

OF THEM ALL (Earns more than most of the items in your store)

The World's Finest Self-Polishing Wax for Floors!









Self-Polishing Simoniz gives you more profit than other leading brands. Also, faster turnover is assured through a tremendous national advertising campaign...millions of housewives are switching to this liquid miracle wax, skyrocketing sales of all dealers! So add profits as you increase customer good will—with popular Self-Polishing Simoniz! Give it more shelf space! Order more today!

THE SIMONIZ COMPANY, CHICAGO 16, ILL.

Profit protected by Fair Trade

SOUTHERN HARDWARE for APRIL, 1950

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950 eir uth ent. not out end ies dise to be offered during the coming year. These representatives, wellknown to the trade in their territories, include William Betts, North and South Carolina and Georgia: R. Van Seggern, Florida; Matt Meagher, eastern and central Tennessee; R. F. Rothrock, Jr., western Kentucky, western Tennessee and eastern Mississippi; John Haeberling, Arkansas; Tom Maddox, Indiana, and John Devney, eastern and central Kentucky.

The Sutcliffe Company this year added a large number of items to its extensive stock offerings, and all are keyed for prompt delivery. All types of fishing tackle adaptable to the waters (fresh waters or sea waters) of the various sections served by its representatives and customers are featured.

New Universal Stroke-Sav-R Iron Introduced

Landers, Frary & Clark, New Britain, Conn., has introduced, as its Centennial Anniversary presentation. the new Universal Stroke-Sav-R iron, which is claimed to be the most advanced iron in 2000 years.

Scientifically designed to cover the greatest area for its size in a single stroke, Stroke-Sav-R can move in any direction without twisting, turning or wrinkling, it was an-

nounced. The unit covers 35 percent more ironing surface than ordinary irons with no increase in weight, the manufacturer pointed out. Its wide, sloping bevel extends all the way around its sole plate, so that the unit glides under buttons and slides the full length of a pleat or tuck in one motion.



Features include: life time heating unit; balanced grip handle, with right and left thumb rests; air cooled upper deck; recessed hand-1set fabric dial; positive thermostatic control; weight, 31/4 lbs; current, 110-120 volt. 1100 watts, A. C. only; cord, rubber-covered, 10,000 cycle permanently attached 8-foot long

Additional information is available from the manufacturer.

Credit Certificate with Each C-P Mower Sold

Coldwell-Philadelphia Lawn Mower Co., Inc., Greenfield, Ohio, has announced that a \$2.50 credit certificate will be given with each power mower sold in 1950, as part of the company's new merchandising plan.

The plan is expected to do much toward promoting the 1950 power mower. Each time a Coldwell or Philadelphia mower is sold, the customer receives a free certificate worth \$2.50 on any sharpening, adjustment, repair or reconditioning job performed by any authorized service man.

In addition to serving as a sales stimulus for retailers, the plan is also expected to solve the "where to get this repaired" problem which has troubled lawn mower retailers for years, the manufacturer pointed out. Retailers will be fully informed of authorized service men in their areas. The service men, in turn, can redeem the certificates when they forward them to the factory.

New Black Flag Bug Killer Has Jet Sprayer

Boyle-Midway, Inc., New York, N. Y., has announced that a blast of the new Black Flag Bug Killer,



cision and ease! (*With proper cutting head—also cuts stone, metal, etc.)

This tool suitable for year 'round operation in Southern territory. Users acclaim new Capehart Saw Gide as indispensable for precision "repetitive" output—better work, easier, with less fatigue!

Cash in on this new profit opportunity. Write today for complete information.

New profit opportunity for you!

PACKARD MANUFACTURING CORP. INDIANAPOLIS 2 INDIANA

SC

NEW! JOHNSON'S PORK RIND



<u>Designed</u> for use with Johnson's Silver Minnow



Fishermen Everywhere!

This complete new line satisfies preferences of all sections of the country. Shapes include: Bass Strip; Musky Strip;
Pork Frog; Small, Medium, and Large
Chunk; Fly Tip, Strip and "V;" Striped
Bass Special. Colors:
White, Green, Red,
Yallow, and Black-andWhite Spotted.



THIS CARTON SELLS

Attractive, eyecatching carton sells the new pork rind. Bright colors make perfect display.

WRITE FOR CATALOG

SOUTHERN HARDWARE for APRIL, 1950

For years, fishermen all over America have been asking for pork rind bait designed for the Johnson Silver Minnow. This is Johnson's answer - the most complete line of rind ever offered in this country - made in Johnson's own factory.

The new rind is especially designed for Johnson spoon lures. However, because of the wide variety of shapes, sizes, and colors offered, it will meet immediate enthusiasm among all fishermen, regardless of their tackle preferences.

Each rind is shaped and cut for lifelike action. Only the finest skins are used, and special processing makes them flexible, yet tough. There is no salt brine - a noncorrosive packing keeps Johnson's rind from spoiling or becoming rancid. Colors are fast. All pork rind is unconditionally guaranteed. Ask your jobber to show you samples!

Makers of Johnson's Silver Minnow, Triple Hook, Caper, Sprite 5-T DEERFIELD ROAD HIGHLAND PARK, ILLINOIS 1215-T DEERFIELD ROAD

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which comes equipped with its own jet-propulsion sprayer, kills bugs on contact. Surfaces may be sprayed without leaving tell-tale evidence.

Black Flag Bug Killer is said to be effective on almost every diseasespreading pest, yet is safe in the home. It contains the new "superkiller" ingredient Chlordane.

The new formula is believed to be so effective that the manufacturer is

marketing the insecticide with a money-back guarantee. It is recommended for use against roaches, water bugs, moths, silverfish, spiders, centipedes, and similar crawlers.

Black Flag Bug Killer will be sold at 69 cents per pint, or \$1.19 per quart, in retail stores, in attractively labelled glass containers. Jet-type push sprayers convert the containers into handy-to-use spray guns.

New Power Mowers Added to Western Tool's Line . .

Western Tool and Stamping Co., Des Moines, Iowa, has added to its line of Homko and Certified power mowers a new mower equipped with the new automatic clutch. There are no gadgets or levers to use when operating the power mower. The clutch is controlled entirely by throttle operation. Clutch automatically engages when engine is accelerated. The mower stops by retarding engine to idling speed. Walking speeds from two or four miles per hour are obtained by engine acceleration.



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Other features are said to include: rigid all-steel box-type construction, which gives perfect alignment at all times to the reel and cutter bar; precision ground sealed ball bearings on reel; oilite wheel bearings; gears of high tensile strength alloy; handle which swings to upright position for a minimum of storage space; a choice of Briggs or Clinton 4-cycle, air-cooled gas engine. The unit is available in 18, 20 and 24 inch cuts.



Also introduced is a new rotary power mower, engineered to give the maximum in protection and guarded from all directions for safety against throwing stones, acorns, etc., against the operator's legs.

This mower, with its airfoil-shaped cutting blade, gives a 19-inch cut. Handle swings to upright position. It is powered by the latest vertical-type, direct drive, 2 h.p. 4-cycle engine and is priced to retail for less than \$100.



DECORATED
BUILDING PAPER
for
BEAUTIFUL WALLS



TACK IT or PASTE IT

There's a bright beautiful Wallrite Design for every room in the house

Choose Beauty from Eight Beautiful New Wallrite Designs

Manufactured Exclusively by

FLEMING & SONS, Inc.

Dallas, Texas

SC

61 Million Advertisements this Spring and Summer to help build your Volume and Profits

Tie-in with our tremendous advertising drive this spring and summer in the nation's leading consumer magazines. Stock plenty of Gum Turpentine. Display Gum Turpentine in the attractive, handy containers which are known to millions of homeowners, and painting contractors and master painters all over the country.

Gum Turpentine is the standard, foolproof paint thinner that always gives best results. Don't forget to recommend Gum Turpentine as an excellent household cleaner for floors, woodwork, furniture and for all metal and porcelain surfaces.

Order this profitable item from your distributor today. Be sure to specify Gum Turpentine.

AMERICAN TURPENTINE FARMERS ASSOCIATION
General Offices: VALDOSTA, GEORGIA



Sell the Best
...Sell
Gum Turpentine



SOUTHERN HARDWARE for APRIL, 1950

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WITH SENSATIONAL NEW STYLING, POPULAR PRICES, AND



 You'll want to be sure to have the new Sportsmaster line . . the fastest moving, profit-maker in the field. The first new idea in thermic jugs in years . . . Completely different . . . strikingly handsome . . . supremely practical! It's lower and wider . . . easier to stow away . . . harder to tip over . . . and has a twocoat white porcelain-enameled steel inner-liner . . . Deluxe through and through, offered in 3 models, and backed by consumer advertising in leading national publications. Get on the band-wagon . . . Write today!

plus

Three other great lines to cover every need and price demand...

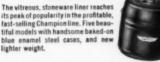
ALL-AMERICAN



Series A-Anodized Aluminum Inner-Liner-5 Models Series G-Porcelain-Enameled Steel Inner-Liner-6 Models

Better than ever, yet lower in price that's the big news about the 1950 Alf-Americans. This year all aluminum accessories are anodized and outercases have beautiful satin-silver,





See your jobber or write factory for reference for our New 1950 Catalog on these Famous, Money-Making Lines!

METAL INDUSTRIES, INC. INDIANAPOLIS

New Package for American First Grade Manila Rope . .

American Manufacturing Co., Brooklyn, N. Y., and its western factory, St. Louis Cordage Mills, announce a new package for their first grade manila rope.

"American Brand" rope from 1/4inch through 1/2-inch is now available in Handy Coils, containing a minimum of 100 feet of rope. These coils are packed in corrugated boxes attractively decorated in a red and green combination. Coils are connected so that the entire contents of a box may be sold in one piece.



Displayed on the counter, the rope is said to sell itself, with little time required to cut off any desired number of coils. All boxes are the same size and will be sold in a master shipping carton of approximately 120 lbs. of rope. The purchaser may order any assortment of sizes he desires.

Each Handy Coil box has a cellophane window, through which the merchandise is displayed without soiling the rope. Coils are securely lashed, so that the dealer may remove them for counter display if desired. A list of suggested uses is printed on a tag attached to each coil.

Crescent Tool Resumes Carpenter's Pincer Line

Crescent Tool Company, Jamestown, New York, has resumed the manufacture of its Crescent No. 282 carpenter's pincer, similar in appearance to the tool sold under the name of "S. & H. Co." before the war, but new in performance and quality. The 282 now carries the name Crescent.



While known as a carpenter's cutting pincer, it has general utility value to many artisans who are not carpenters, it was anounced. Its sharp edges are said to cut close to flat surfaces, while the button cutter near the rivet will do other types of cutting. Additional utility is



FOR ALL WELLS

Now you can sell one line of pumps and water systems that will satisfy the demands of every pro-pect. These new jets, plus the Submerga-Pump and Red Jacket's other fine water pumps, offer you the most complete line for home and farm use.

These new jet pumps have features of performance and convenience that instantly show their super-iority. They include:

1/4 TO I H.P. • HIGH CAPACITY
• HIGH PRESSURES • INSTANT
CONVERSION — Shallow to Deep
Well • PUMPING DEPTHS TO
190 FEET.

All shallow well models are self-

All deep well models are prime-maintaining.

RED JACKET - REDA "Submerga-Pumps"

The pump that is completely submerged at all times — the pump you never hear — never lubricate. Easy to install — requires a minimum of piping. Your customers and prospects will marvel at this newest of water pumping equipment. For any wells 4" and larger. Sizes ½, 11/4 and 3 H.P. Pressures to 550 pounds. Pumping depths to 1200 feet.

OTHER POPULAR RED JACKET PRODUCTS

Shallow Well and Deep Well Reciprocating Pumps, Centrifugal Pumps, Cellar Drainers, Frost-Proof Hydrants, Hand and Windmill Pumps and Water Conditioning Equipment.



Write us for complete cata-log and prices and the name of your nearest Red Jacket Distributor. Address, Dept SH

RED JACKET MFG. CO.

DAVENPORT, IOWA "The Choice That Makes Friends" Since 1878



Draper-Maynard
BASEBALL EQUIPMENT

The leader among Hardware Retailers!

Complete lines ... Right prices ... Quick turnover... Good profits ...

Write to your jobber for catalog and prices or to







THE DRAPER-MAYNARD CO. 4861 SPRING GROVE AVE. CINCINNATI 32, OHIO

Put This Automatic Parker Hack Saw Salesman

to work for you, without a penny's cost!

Cut your Parker Hack Saw selling job in half with this Automatic Parker Salesman — sturdy, compact, eye-catching. It's a salesman that won't cost you a penny! Display Parker's four leading, popular Hack Saws — the H-80, H-60, H-40 and H-30, squarely in front of your customers. This outstanding collection of quality Hack Saws will be your most profitable sales builder.

THE SPECIAL AUTOMATIC SALESMAN ASSORTMENT CONSISTS OF

- 4 each H-20*
- 3 each H-30
- 2 each H-40
 2 each H-60
- 1 each H-80

WITH EACH ASSORTMENT WE SUPPLY WITHOUT CHARGE ONE PARKER HACK SAW SALESMAN COUNTER DISPLAY BOARD — Value \$1.02



"The popular H-20 is included in this assortment to meet your customer's demands for a low priced hack saw frame, H-100 may be substituted for H-80 if Butcher type saw is preferred.

Please send us the name of your jobber if he does not stock this assortment.



PARKER MANUFACTURING CO. WORCESTER 1, MASS., U. S. A.

Ackermann-Steffan Division — Trojan Saw Blades Southern Representative:

Jeff A. Hedden Company, Atlanta, Ga.

SOUTHERN HARDWARE for APRIL, 1950

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NEW! wall or counter merchandiser

Here it is—the new, attractive merchandiser to sell more imported Gensco Swedish wood chisels for you. Stands 19 'tall, 14' wide, with base for counter or wire for wall hanging. Holds complete set of eleven chisels from ½" to 2' size.

FREE with the purchase of only 16 chisels. (1 set of 11 plus 1 additional of ½, ½, ¼, 1, 1½ sizes.)

Dealer's Cost for the Deal:

Chisels with Plastic Handles \$22.57
Chisels with Birch Handles \$20.10
(Slightly higher west of Rockies)

NEW PROTECTIVE PLASTIC COATING



Gensco chisel blades are covered with oil impregnated plastic coating— Keeps finish bright and edges sharp until sold. Plastic strips off when ready for use.

(Order from your jobber or order direct and

The GENSCO Swedish Line Includes:

Bow Saws • Hand Saws Pruning Saws

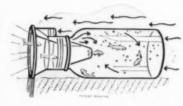
GENSCO TOOL DIVISION

GENERAL STEEL WAREHOUSE CO., INC. 1806 North Kostner Avenue, Chicago 39, Illinois provided by a tack claw at the end of one handle and a screwdriver point on the other, it was pointed out.

The tool is made of special steel, accurate machining and careful hardening, the manufacturer announced. Finish consists of polished jaws and parkerized handles. Sizes available are 6-inch, 8-inch, 10-inch, with respective weights of 6-2/3 oz., 13-1/3 oz., 18-2/3 oz.

Champ-Items Offers New Device to Trap Minnows .

Champ-Items, Inc., 6191 Maple Ave., St. Louis 14, Missouri, is now offering the new Mo-Mees Minno-Mason, a device to trap minnows adaptable to the stream being fished. The Minno-Mason is made of durable polystyrene plastic and metal designed to fit all mason jars.



The unit has a specially designed tube that creates perfect circulation on the inside of the mason jar, it is claimed. Two small crackers properly crushed result in a good supply of minnows within a few minutes. The Minno-Mason is merely pointed down-stream, and the anchor pegs hold it firmly in place.

Slaymaker Offers Jobbers Revolving Display Table .

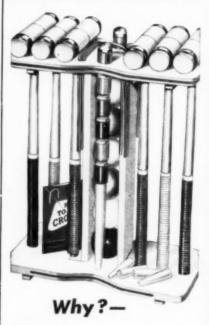
Slaymaker Lock Co., Lancaster, Penn., is offering jobbers who are exhibiting in the various winter and early spring hardware shows an electrically driven revolving table with a diameter of 30 inches, displaying two miniature show cases of SM-7 padlock assortments.



The SM-7 assortment, first offered to the trade last June, will be one feature of Slaymaker's special National Hardware Week promotion. Embodying a new idea in padlock merchandising, the SM-7 features polished cast brass padlocks in a blue velour, miniature jewel case. All open stock is individually boxed in candy striped boxes.

MILLIONS

SOUTH BEND CROQUET!



- The one game the whole family can play
- 2 Inexpensive
- 10 models meet every family requirement
- Satisfies increased interest in family recreation

SALES REPRESENTATIVES

East-Julius Levenson, 7 East 17th St., N.Y. Seuth - Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tenn. Midwest-South Bend Toy Mfg., So. Bend, Ind.

Midwest-South Bend Toy Mfg., So. Bend, Ind. So. Calif. & S. W. - Anderson Sales Company, 730 W. 10th Place, Los Angeles 15, Calif. No. Calif. - Standard Toy Agencies, 718 Mission, San Francisco, Calif. Denver & Par. N. W. - Leo Scherrer, 2840 W. 93rd St., Seattle 7, Wash.

SOUTH BEND TOY MFG. CO. SOUTH BEND 23, INDIANA

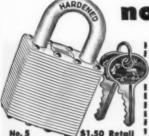
Croquet

AMERICA'S FAMILY GAME

SOU

Master PADLOCKS give you HARDWARE WEEK

₩ . . . and all year 'round!



Rugged 2" laminated steel padlock. Finest brass cylinder, pintumbler security. Heavy brass locking lever. Cadmium rustproofed.



No. 1 \$1.25 Retail Finest brass cylinder, pintumbler security. Heavy brass locking lever. Powerful 1 ¾ " laminated steel case.



Strong 1 1/2" laminated steel padlock. Solid brass cylinder and locking lever. Pin-tumbler security. Cadmium rustproofed.



Compact 1%" laminated steel padlock. Pin tumbler security, brass cylinder and locking lever. Cadmium rustproofed.



No. 55 25c Retail Compact 1 1/2" wrought steel padlock. Ribbed, reinforced case. Master-perfected lever security. Cadmium rustproofed.



No. 22 35c Retall Popular 11/2" laminated steel padlock. Modern warded security. Cadmium rustproofed.



Simply "write in" the number of dozen you need, add your name and address in space provided, and mail the entire page to your jobber — or hold it for the salesman's call!



30c Retail Sturdy 1 34" padlock. Ribbed, powerfully riveted case of hardwrought steel. Modern lever security. Cadmium rustproofed.



No. 105 45c Retail Compact laminated steel padlock. Strong warded security. Brass locking lever. Cadmium trustproofed. 1%" case.

MR. JOBBER

Doz. No. 5

Doz. No. 1

Doz. No. 77 Doz. No. 22

Doz. No. 3

Doz. No. 105

Doz. No. 66

Doz. No. 7

Doz. No. 55

Doz. No. 500



69c Retail No. 77 Pin-tumbler security. Finest brass cylinder and locking lever. Heavy 1%" hard-wrought steel case. Codmium rustproofed.



No. 500 59c Retail Husky 1 %" laminated steel padlock. Modern multi-spring warded locking mechanism. Cadmium rustproofed.



Make Sales Faster with Master

Master Lock Company, Milwaukee, Wis. . World's Leading Padlock Manufacturers

SOUTHERN HARDWARE for APRIL, 1950

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Temco Announces New Circu-Ray Gas Heaters

Tennessee Enamel Manufacturing Company, Nashville 9, Tenn., announces its new line of Circu-Ray gas heaters, with new cabinet styling and design throughout.



The new vented Circu-Ray group includes 45,000 and 60,000 BTU radiant models and five vented circulators ranging in size from 12,000 to 60,000 BTU units. The unvented heaters consist of two radiant models, 20,000 and 28,000 BTU respectively, while the unvented cir-

culator group is made up of four models having 15,000, 20,000, 30,000 and 40,000 BTU capacities.

Clean, modern styling is said to be the theme of the new line. A family resemblance is maintained by making use of a corrugated front treatment on all models. Pyrex glass serves as a protective transparent shield in the front opening of all heaters. A new side injection cast iron burner provides the efficient heat, and all units are finished in Lifetime porcelain, it was announced.

Harloc Builders Hardware Features Tubular Latch .

Harloc Products Corp., New Haven, Conn., has announced an entirely new line of precision built builders hardware, centered around a new type of precision built tubular latch.

New lock sets for exterior and interior doors are of two styles: Hampton, furnished with wrought brass knobs; and Lynwood, which combines a distinctive forged solid brass entrance handle. Both styles combine the Harloc double spring tubular latch with a fine quality 5-pin tubular forged brass cylinder lock under a single excutcheon, with a single bolt latch.

The basic Harloc latch is made in double and single spring. The case is

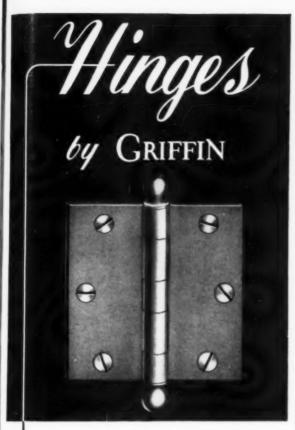


cold rolled high-finish steel with interlocking, matched halves for positive alignment of knob shaft bearings. Case and working parts are cadmium plated for lifetime protection against rust or corrosion. A double interlocking face plate is said to assure perfect alignment and simplify trim finish. Bolt is of extruded solid brass and precision machined. Strike is solid brass, and all working parts are completely sealed from shavings and dirt.

Included in the line is the new Barloc, a completely reversible push button lock set with fully automatic operation. It locks by pressing a push button bar, and unlocks automatically by turn of the inside knob or slight depression of the latch bolt. Push button bar can be inserted in either side of the latch.



SOUT



For more than 50 years Griffin hinges have been known for their fine materials and workmanship. Griffin hinges are part of a wide variety of light builder's hardware . . .

quality produced by Griffin.

Every DOOR NEEDS THREE!

Manufacturing Company

ERIE · PENNSYLVANIA

L.S. ALDER COMPANY WILBUR H. DAVIS GEO. A. GREGG AUSTIN & EDDY, INC. CHARLES L. LEWIS W. S. JOHNSON E. H. FARRAR L.F. BEVERS BEVERS FULLER,

REPRESENTATIVES

45 Warren Street, New York 7, New York 8, Negative 1, 189 Fargo Avenue, Chicago 26, Illinois 4 & EDDY, INC.
ES L. LEWIS 15 Broad Street, Boston, Massachusetts 703 Market Street, Sar Francisco 3, Cal.
15 Broad Street, Boston, Massachusetts 703 Market Street, Artanta, Georgia ARRAR 308/y North Harwood, Dallas, Texas EVERS
ULLER, JR. 785 North President Street, Seattle, Washington 4538 Mill Creek, Kansas City, Missouri IN CANADA

MANNING I. SHORE—MERCHANDISE SALES OF CANADA 15 Wellwood Avenue, Toronto, Ontario

"BETTER MEASURE with JUFKIN"

NEW JUFKIN MEZURALL and WIZARD JR. TAPE-RULES

with CHROME-CLAD BLADES



In barely one month, the new Chrome-Clad Lufkin Mezurall and Wizard, Jr. steel Tape-Rules are Smash Hits with hardware dealers all over the country! Newest of all Tape-Rules . . . they are certain to build customer satisfaction with their easy-to-read and durable Chrome-Clad Finish . and certain to boost Tape-Rule volume with their outstanding array of selling features.

As featured in sales producing ads now appearing to more than 40,000,000 readers in the Roto Sections of Leading Sunday Newspapers; Industrial Trade Papers; and other Consumer Publications!

CHECK THESE OUTSTANDING FEATURES:

- 1-Exclusive Lufkin Chrome-Clad finish blades.
- 2—Black markings stand out sharply against chrome white background . . , and they're DURABLE.
- 3-Rust and corrosion resistant.
- 4-Will not crack, chip, or peel,
- 5-Self-adjusting hook permits accurate butt-end and hookover measuring.
- 6-Replaceable blades.
- 7-Smooth manual blade operation.
- 8-Improved heavily plated case-inset side plates in attractive red and white.

Start placing your orders AT ONCE. Cash in on the big supporting advertising program in effect RIGHT NOW! Order through your jobber, simply specify:

C-926 Chrome-Clad MEZURALL 6-ft. List, each C-928 Chrome-Clad MEZURALL 8-ft. List, each 1.95 C-1686 Chrome-Clad WIZARD, JR. 6-ft. List, each 1.35 C-1688 Chrome-Clad WIZARD, JR. 8-ft. List, each 1.60

Descriptive 3-color mailing pieces available on request.



TAPES . RULES PRECISION TOOLS

THE LUFKIN RULE CO.

SAGINAW, MICH. . NEW YORK CITY . BARRIE, ONTARIO

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If there's one tool where steel spells the difference between satisfaction and strong language... that tool is a Bow Saw. That's why generations of men who knew, looked for the world famous "Fish & Hook" Trade Mark on the Bow Saws they bought. In this respect times haven't changed, because there is only one Sandvik Swedish Charcoal Steel quality... the finest! That means a keener edge, faster cutting, longer lasting, and less sharpening. Naturally, such blade superiority deserves the best in frames, and it gets just that in Sandvik Bow Saws. In the Model #8,

designed for heavy bucking, the frame is of seamless Swedish Steel tubing for extra strength and light weight. It is equipped with a tension lever for easy blade insertion, and Sandvik's patented ring blade fastener.

There's a Sandvik Bow Saw to meet every customer's requirements. The "Fish & Hook" trade mark is his assurance . . . and yours . . . of true Bow Saw value.

SANDVIK SAW & TOOL CORPORATION 47 WARREN ST. NEW YORK 7, N. Y.

That extra length your
customers want! 120 inches of accurate, more useful
measuring convenience ... jet black markings on an acidresistant, wear-resistant, snow white blade. Recognized
Carlson quality throughout with the new swing-tip and
famous Carlson 10-second blade change.

P.S. For Hardware Week, it can't be beat ... watch for
your special promotion packet in the mail.

CARLSON & SULLIVAN, INC.
MONROVIA, CALIFORNIA

New Swing-A-Way Package For Kitchen Appliances . .

A new package and a new method of packing kitchen apliances has been introduced by the Swing-A-Way Manufacturing Co., 4100 Beck St., St. Louis, Missouri, makers of can openers, knife sharpeners, and ice crushers for the home.



Elmer Dvorak, general sales manager, describes the new package as a metal and fiber container dressed in the familiar four-color, blue and silver design.

Every Swing-A-Way can opener, knife sharpener and ice crusher, as well as the metal and fiber package into which it goes, is completely sanitized by exposure to a battery of G-E germicidal lamps and immediately sealed. Then, the container can not be reopened until it enters the home of the consumer. The package is labeled, "Sanitary-Sealed in this package."

Horton Announces Four Bristol Glass Rods . . .

Horton Manufacturing Co., Bristol, Conn., has announced four new Bristol glass rods.

New features of the No. 86 Lexon, a solid fiber glass bait casting rod, are said to include the "chuck-type" aluminum die cast handle with water-resistant and long wearing molded grip and anodized aluminum forward grasp, which serves to firmly attach blade to handle; white tenite adapter; red Nylon winding, and a list price of \$12.50.

Bristol's No. 43 is a tubular fiber glass trolling rod, 6'4" in length, designed to withstand the effects of salt water and to be serviceable for fresh water trolling, has wooden butt (21-inch) and double grip handle finished in walnut stain, and chromium plated reel seat with Bristol patented "tite-locking" reel band. This rod lists at \$25.

Bristol's No. 48 tubular fiber glass bait casting rod, which comes in 4½, 5, and 5½ foot lengths, lists at \$16.50 and is said to also have salt water resistant qualities and unusual strength.

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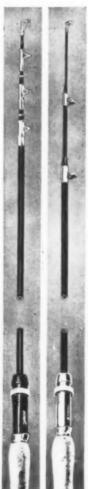


Win Big 1950 Sales With These Versatile





"All-Purpose" · Telescopic Rods · Reels · Nylon Bait Casting Lines



No. 3 No. 15



"All-Purpose" Multiple Action Reel No. 63—\$4.00 (including tax)

This inexpensive, but sturdily-constructed reel is designed especially for Bristol Telescopic Rods. It is as versatile for all types of fishing as are the rods themselves. Its spool holds adequate lengths of line either for bait or fly casting.



A Bristol-quality, core-deep, waterproofed line made of du Pont Nylon. Durable in either salt or fresh water. Available in jet black, or light green.

LEFT—Hexagonal Telescopic Rod No. 3—\$7.50 (including tax)

This handsome telescopic aristocrat ... 4 joints ... 9 feet in length ... features an adjustable (patented) joint lock which locks the joints at any desired rod-length while keeping the guides in perfect alignment.

RIGHT—Round Telescopic Rod No. 15—\$4.00 (including tax)

This "big-value" and widely popular telescopic rod...3 joints...8½ feet in length... has a particularly wide appeal for still fishing.

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Camillus to Feature 12 Leading Numbers

Camillus Cutlery Co., Camillus, N. Y., is featuring a new display of its 12 leading knives in its spring, 1950, pocket knife merchandising program. The display panel, of bleached oak topped, at the left, with a colorful 3-dimensional, prismatic sign, is distributed through Camillus jobbers.

Panel is equipped with heavy easel and is suitable for window,



counter or wall. Dimensions are 12 x 15½ inches. The prismatic sign is removable, so that panel can be used in the Camillus display and stock cabinet, already in use among dealers.

Knives are mounted on panel at the factory. A choice of three different mounting assortments is offered. No charge is made for the display, other than the dealer's purchase price of the mounted assortment, it was announced.

Special Yankee Offer National Hardware Week

North Brothers Manufacturing Co., Philadelphia, Penn., has announced a special retail price of 79 cents for the Yankee No. 3400 Offset Ratchet screw driver during National Hardware Week. Six of the drivers are furnished in the regular colorful counter merchandiser. A removable band across the top of the merchandiser gives the special price.

Dealers will be furnished a onecolumn newspaper mat on request to advertise the Yankee special in local

The No. 3400 Offset driver is a pocket-size tool, yet it is said to seat a No. 14 screw easily. It has two blades, ¼ and ¾ inch tip diameter, positive ratchet action, and is handy for close-quarter work.



Burpee Markets Non-Skid Ladder-Stool Combination

Burpee Can Sealer Co., Barrington, Ill., has introduced a new, non-skid combination step-ladder and kitchen stool, priced to retail for less than \$5.00.

Constructed of rigid welded steel throughout, the ladder weighs only 10 pounds. It is finished in aluminum, with a colorful red seat top. A special rung on the back of the ladder converts it into a handy kitchen



FITLER

SERVES THE SOUTH
A ROPE FOR EVERY NEED



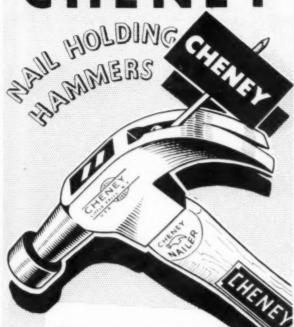
- Manila Rope
- Sisal Rope
- Lariat Rope
- Fishing Rope
- Transmission Rope

For 146 years the South has been a consistent user of FITLER ROPE. Look for the blue and yellow colored yarn registered trade mark in all Fitler Brand Pure Manila Rope.

THE EDWIN H. FITLER CO. Philadelphia 24, Pa.

BLEND-R-MIX . NUT CRACKER FAMOUS DAZEY CHURNS





The new 1950 Cheney Nailer pennant display is ready — now. This special pennant, printed in an attractive orange Day Glo color that glows brightly in the light will do a great job of focusing attention on your display of Cheney Nailers. Easy to use, just insert pennant-nail in the nail holding device of one of your Cheney Nailers, as shown above. You'll be surprised how much attention its friendly glow will attract to the Cheney hammers in your wall, window or counter display. Order some fine Cheney Nail Holding Hammers now and get your display pennant supply, or if you would like to use this new pennant in displaying your present stock of Cheney Nailers, write us for your

HENRY CHENEY HAMMER CORPORATION

LITTLE FALLS, NEW YORK





ASBESTOS COMPANY

NORTH WALES, PA.

MANUFACTURERS OF ASBESTOS PRODUCTS AND SPECIALTIES

stool, as well as re-inforcing it for added sturdiness and safety.

The skid-proof feature is said to be entirely new. Wide, rubber, replaceable pads have been set into the feet of the ladder. Each leg is also flared slightly at the bottom to provide a firm, flat grip on slippery floors.

Clemson Offers Hack Saw Value for Hardware Week

Clemson Brothers, Inc., Middletown, N. Y., has announced a \$3.82 hack saw value for \$2.98 during National Hardware Week. The display-packed "Star Special" includes one Star No. 20 cam-action hack saw frame, complete with one Star Molyflex unbreakable high speed steel blade; three Star unbreakable special flexible standard steel blades; and a wall chart giving tips on hack saw use and care.

The entire unit is packed in a colorful metal-edge box, banded with a sleeve that mounts on top to form an effective window or counter display unit. When mounted, the sleeve can carry a supply of the company's "Metal Cutting" booklets, free 28-page handbook on hand and power hack saw practices.

The three unbreakable blades are mounted on the company's No. 45 display card, so that dealers who end National Hardware Week with excess stock of the deal can sell the 3-blade card separately at the regular retail price.



Retailer's cost for the complete unit is \$2.25 each, through distributors.

Eagle Publishes New Product Catalog . .

Eagle Manufacturing Co., Wellsburg, West Virginia, has completed a new general catalog which includes its complete line of oilers, both spring bottom and pump types, gasoline and oil cans, and other lubricating devices.

The new Eagle catalog shows the various Eagle products in full colors. Pages are attractively arranged to inform the reader quickly of the features and advantages of each

Included are the most recent additions to the Eagel line, such as the new Eaglet pump oiler, the Super Oiler, and the new Flexo Spout Filler Can. Copies of the catalog are available from Eagle Manufacturing Co.

New Coleman Gas-Fired Forced Air Furnace . .

A new gas-fired forced air furnace for use with its pre-engineered Blend-Air system of home heating is announced by The Coleman Co., Inc., of Wichita, Kansas.

Designated as Model 82B, the new furnace has an input rating of 95,000 BTU's per hour, and an output of 75,000 BTU's per hour. Air delivery rate, when used with a conventional duct system, is 930 cubic feet per minute at .25 inches water gauge. When used with Coleman Blend-Air, the blower is adjusted to deliver 615 cubic feet per minute through the furnace with an equal volume recirculated by blending, for a total circulation of more than 1.200 CFM's.

The furnace is compactly styled and finished for use in recreation or utility rooms, as well as in base-



THE F. E. MYERS & BRO. CO.

Dept. \$-55, Ashland, Ohio



C

SLIDING DOOR HARDWARE for smooth operation ··· long life

Coburn can supply you with a full

line of hardware for doors which slide, fold or raise overhead. Long-lasting, smooth-operating Coburn Hardware is made for straight-sliding, sliding-folding, around-the-corner and round house doors. We supply:

Enclosed Track · Brackets · Hangers · Handles · Guide Rolls · Guides · Stops · Binders · Chafe Strips · Hinges

Sliding-Folding Door Hardware #412 Hardware Sets

-For two doors closing an opening not over 8 ft. wide. #412 sets can be used for doors which fold inside the buildings as well as those folding outside the building.

Coburn #500 Swing-Over Garage Door Hardware Set

-High in quality yet low in cost, this set is adaptable to practically all types of garages; requires little headroom; does not interfere with passageway or floor space. For new or remodelling jobs. For complete information send today for Catalog #200. Engineering help, without obligation.

COBURN PRODUCTS DEPARTMENT

THE COLORADO FUEL AND IRON CORP. WICKWIRE SPENCER STEEL DIVISION



Executive Office-500 Fifth Avenue, New York 18, N. Y. Sales Engineering-56 Sterling Street, Clinton, Mass





- Moderately priced
- Weather resistant
- Light and strong
- Reasonably priced
- For general farm use



MAGNOLIA

Packed in individual burlap and paper wrapped tubes. Ideal for well rope Send for free sample.

MALLISON WEBBING

Packed in Cut Bands stitched for immediate use or in 100 ft. rolls. Send for free sample.

Write for additional literature and sales helps on complete Puritan line which includes Puritan, Regal, Kendale Southgate and Magnolia Sash Cord.



PURITAN CORDAGE MILLS, Inc. (Manufacturers) . Louisville 6, Kentucky

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ments. The unit requires only five square feet of floor space. Finish is tan baked enamel.



Features include the Coleman Even-Flo blower unit, Blu-Arch burner, and a filter frame which can be installed on either side or in the bottom of the furnace. The furnace also includes a large radiation chamber.

Overall dimensions are: height, 6234 inches; depth, 30 inches; width, 24 inches.

Propeller Action Lure Introduced by Hornet

Hornet, Inc., Elyria, Ohio, is now marketing a new type lure in which the whole bait, hook included, is spun with unusual flash and speed by propeller action. The unit is made in various sizes, ranges in retail price from 75 cents to \$1.75.

In its display material and advertising, Hornet is offering a moneyback guarantee if the lure does not catch more fish than any other lure under the same time and place conditions

The lure is made of hard brass with bright nickel finish and with white, black, red, yellow or green trim. It is used for both fresh and salt water.

Moore-Handley Introduces 1950 Power Lawn Mower

Moore-Handley Hardware Co., Inc., Birmingham, Ala., is introducing its new and improved rotary power lawn mower, latest item to carry the "America's Best" trademark.

The mower is said to boast many new sales features, such as adjustable Saf-T-Ring, which is visible under chassis of mower and which acts as 360-degree blade guard and prevents blade from "scalping" lawn

or digging in; adjustable wheel height, which enables the mower to easily cut tall grass or weeds, small bushes or fine lawns.

Engine is model 1950, 2-cycle, 21/4 h.p. Power-Pak, with automatic governor and throttle control. The unit has chassis of lightweight, onepiece aluminum alloy casting and claims new maneuverability ease of operation; four 8-inch ball bearing wheels with puncture proof semi-pneumatic tires; cuts a 20-inch swath at adjustable cutting height of 11/4, 21/4 or 31/4 inches; operates either forward or backward



The mower has a suggested retail price of \$99.95 and is packed in banded cardboard shipping carton. Weight is 52 pounds.



WRIGHT Galvanized Wire Strand on 61/2" steel spools. A product of many uses—guy wire for radio and tale-vision antennae and many other installations where a strong brace wire is needed-emergency repairs, binding and strapping, temporary enclosures - electric fences, clothesline.

> Southern Representatives: E. L. HORNIBROOK, D. C. HORNIBROOK Box 176, Avondale Estates, Gu. LAWRENCE J. BALDWIN & SON 306 Carondelet Bidg., New Orleans 12, La.

WORCESTER . MASS.



GITS Original Slide-Blade KNIFE DISPLAY

Famous Gits Slide-Blade Knife - perfect handyknife for pocket or purse - for home, school, office or tool kit. Now available in dozen lots mounted on an eye-appealing display for counter, wall or wire. A traffic stopper that stimulates impulse buying!

QUALITY FOR A PRICE

- Razor Steel Blade Very Sharp
- Opens Easily With One Hand
- Locks Safely in 5 Positions
- Durable Plastic Handle
- Eye-appealing Lustrous Colors

Here's a merchandising unit that does a real selling job all year long. You'll find it pays to keep plenty of them on hand! Order NOW from your jobber or direct.

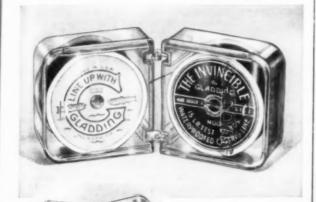
Molding Corporation 4638 W. HURON ST., CHICAGO 44, ILL.

Manufacturers of the famous GITS Flashlights, Games, Savings Banks, Protect-O-Shields, Switch Plates, Etc.

CANADIAN DISTRIBUTOR: Myer Bald, Ltd., 69 York St., Toronto

SOUTHERN HARDWARE for APRIL, 1950

ONLY GLADDING HAS THE AWARD OF MERIT



cou boxes on hi play, sold

NEW PLASTIC CASE—now comes with Gladding's Invincible, Dauntless, Blue Ribbon. Has sliding lids. Perfect for hooks, sinkers, spinners, leaders, etc.

COUNTER DISPLAY! Two boxes, each holding 50 yds., open on hinges to make beautiful display. Can be snapped apart and sold separately . . . or can be folded into space-saving, self-locking, double-deck display.

Use This Exclusive Symbol of Dependability to Step Up Sales!

Make the most of the powerful sales-clincher that Gladding offers you. The Award of Merit assures your customers that Gladding lines consistently meet the U.S. Testing Company's rigid Standards for Excellence. And only Gladding has this Award of Merit. Cash in on it. Feature nationally-advertised, world-famous Gladdings as "The Award of Merit Lines."



SOUTHERN HARDWARE for APRIL, 1950

FREE ... THESE SMART



DISPLAY CASES Silent Salesmen that pile up PROFITS!

They're handsome blond-birch counter-cases that will stop store traffic . . . , sell the famous BOKER line on sight.



Here's the Deal!

Shear and Scissor Display Case — stocked with 10 fast selling items — ½ doz. of each — a total of 60 profit makers.



Pocket Knife Display Case — comes stocked with 6 each of 12 pocket knives of your own selection — 72 items that will move out fast.

Get Your Order in Today-

See Your Jobber!

H. BOKER & CO., INC.

Quality for over a Century 101 Duane Street New York 7, N. Y.

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SELL AIR PILOT

---THE LANTERN THAT
MAKES GOOD ON THE JOB

For more AIR PILOT lantern facts, write



EMBURY MANUFACTURING CO.

290 Allen Street

Warsaw, N. Y.

Parrish Bowls



"SUPREME FINISH" MEANS EXACTLY THAT

The bowls are of choicest Wild Cherry and Hard Maple woods. They are sanded to satin smoothness, then finished with our exclusive "Supreme" process. The finish penetrates and becomes an integral part of the wood. The beautiful grains and colors remain clear and natural permanently.

Fruits, garlic, onion, fish, alcohol do not injure—just wash like dishes and the bowls stay free from unwanted stains, tastes and odors.

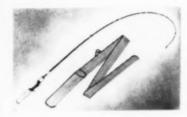
That's why they are the finest salad bowls you can sell. Make sure now that your stock of bowls, spoons and forks is complete and well displayed.

J. SHEPHERD PARRISH CO. 205 West Wacker Drive Chicago 6, III.

The World's Largest Manufacturer of Fine Wood Bowls

San Luco Introduces New Fiber Glass Casting Rod

San Luco, Inc., 846 State St., San Diego, Cal., manufacturer of Tigerglas rods, has announced a new 5½-foot Tigerglas fresh water casting rod.



The special hollow construction of this glass fiber rod is the result of much research, and weight-forweight is stronger than the finest of steel fibers, it was announced. The baked-on-glass finish will not chip, scratch, set, warp or deteriorate under even the severest weather conditions, it is claimed; and its green color—originated by Tigerglas—is said to prevent the rays of the sun from reflecting off the rod and causing sun glare.

The tip-action of the Tigerglas rod provides highest casting accuracy with least effort, it is claimed. All Tigerglas rods are equipped with foulproof guides, unless conventional guides are specified. These foulproof guides prevent the line from looping around the guide, and give greater distance in casting, according to the manufacturer.

Each Tigerglas rod comes in a durable carrying case that protects the rod and makes it easy to pack. Rods are available now.

New K-C Hose Clamp Tightens with a Nut

Blaisdell Manufacturing Co., Long Beach, Calif., is distributing a new, advanced type K-C hose clamp that tightens with a nut and from any angle with an end wrench, socket or speed wrench. It is of the wraparound type which permits mechanics to first install the hose and put the clamp on later, it was announced.

The clamp, designed to meet all Army and Navy specifications, withstands pressures of 300 lbs. psi. It





Here's the Story: Year after year Ta-pat-co Stay-A-Floats have proved that selling "safety for children" means profit for dealers.

Here's the product: Patented child's Stay-A-Float filled with New Java Kapok. Cen't leak, can't puncture. Sizes for children from 2 to 12 years. Attractive prints or solid colors. Individually boxed if desired.

Here's the market: A record crop of over 251/2 million children born since 1940. Mothers want to keep them SAFE.

It pays to handle Ta-pat-co. Write us or see your jobber for details.

The AMERICAN PAD & TEXTILE CO. GREENFIELD, OHIO CANADIAN BRANCH: CHATHAM, ONTARIO



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ticide, backed by many years of successful use as a spray, dust, delouser, dip, drench and repellant. Home gardeners, farmers, poultrymen, orchardists, vegetable growers, flower growers, and stockmen use this well-known product.

Black Leaf 40 is nationally advertised in thousands of publications. It sells every month of the year, reducing your inventory by replacing numerous seasonal, one-purpose items. It pays you to stock Black Leaf 40.

TOBACCO BY-PRODUCTS & CHEMICAL CORPORATION RICHMOND, VA. • SAN FRANCISCO, CALIF.

RELIABLE, DEPENDABLE PESTICIDES SINCE 1885



Strikee Minnow, a deadly killer for all game fish, is jointed with a large deep running scoop for real-life action; realistic tail and fins become soft, pliable, minnow-like in water. Fish scales and other features are painted by hand.

FIVE POPULAR LURES

There are five fish-killing lures by Naturalure for all types of angling, fresh or salt water. Free literature describes Strikee Minnow, Strikee Floater, Lucky Strikee and King Strikee.

SOLD BY LEADING JOBBERS

If your jobber does not stock Naturalure bait or cannot supply data, write to us for details and include name and address of jobber. We will ship direct to you with established 40% Dealer discount until jobber can supply you.

Retails at \$1.59, weighs % ex., is 3% in lang, comes in these 7 popular colors.

SM-80 SILVER SHINER SM-81 FROG SCALE

SM-82 BLACK & SILVER SCALE

SMAN GOID SCALE SM-84 RED PERCH

SM-85 GREEN PERCH SM-86 RED HEAD

tionally advertises

104 E. COLORADO ST., Dept. H4 NATURALURE BAIT CO. PASADENA I, CALIFORNIA



0



is claimed to make a permanent connection, without the use of shellac or other compounds to insure leakproof connections. Advance design of the split thread provides a pushpull action; a perfect 360-degree seal is said to be assured.

The clamp is now available in seven sizes: from 1 to 21/8 inch. Two or more clamps of the same or different I.D. hose diameters can be connected to handle the larger hose

The K.C. hose clamp is packaged 25 of a size to a box, eight boxes to a carton, Assortments of 40 clamps per box are packaged for dealers.

Samples, new literature and full information are available from the manufacturer.

New Merchandising Stand For Campbell Chain . . .

Campbell Chain Co., York, Penn., has developed a new merchandising stand to display and dispense the various types of chain handled by the hardware trade. Well-balanced and modern, the display fixture now is available to hardware and other outlets handling the Campbell line, the manufacturer announced.



The stand holds four rows of reels; is finished in blue and yellow; 5334 inches high, 201/2 inches inside, and 211/4 inches deep. There is a 5compartment bin at the top to hold accessories.

A 3-foot measure is a permanent part of the rack. A chain cutter, mounted on a conveniently located hook, may also be secured. It is 12 inches long and will cut chain, not hardened, to 1/4-inch diameter, it was pointed out.





With 2-Way Water Valve

Weight of water in trough controls valve. When lever is pushed down, self-tripping latch is set and trough fills until weight of water in trough releases latch and shuts off flow of water. Trough is 46½ long, 42" drinking space on each side. Holds 10 quarts. Ideal for large broiler producer or small poultryman.

See your OAKES jobber or write direct and ask for 1950 catalog.

THE OAKES MFG. COMPANY Box 166-D TIPTON, INDIANA

HEREAFTER THIS BRAND Will Identify Our Products

It will signify and guarantee the same full lengths, smooth manufacture, full weight and certain customer satisfaction it always has before.

Better chain, leaf rakes, clothesline, and kindred products will carry it.

ORDER TODAY!

The same prompt service.

WIRE PRODUCTS CO.

2715 NORTH 24TH ST. BIRMINGHAM, ALA. P. O. BOX 5355 N. BIRMINGHAM STATION Our 13th year of turnishing this product for the Wholesale Trade



STOCK SHERIDAN AND YOU COVER THE ENTIRE MARKET

Sheridan's complete line of pneumatic rifles offers a model for every price bracket. This greater sales opportunity means greater profit possibilities. Any Sheridan is ideal for small game and target shooting, is quiet operating, and can be used anywhere—salely.



SHERIDAN PRODUCTS INC. DEPT. 250-D . RACINE, WISCONSIN

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ment for cutting high grass and weeds. A maximum of SAFETY, STRENGTH, and LONG LIFE is obtained from the ALL STEEL GUARDS AND FRAME. Powered by the latest VERTICAL TYPE, DIRECT DRIVE, NATIONALLY KNOWN, 2. H.P. 4-CYCLE ENGINE.

WESTERN TOOL & STAMPING CO.
THE LEADER IN THE POWER AND HAND MOWER FIELD
2725 SECOND AVENUE DES MOINES 13, 10 WA DES MOINES 13, IOWA





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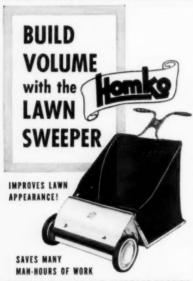
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ast Call! NATIONAL HARDWARE SPECIAL WEEK



AN EAGLE RULE for every purse and purpose . . . rules at 69c, 85c, \$1.00 \$1.25. 11/2 dozen Display Packaged 6 Eagle Folding Rules with choice of regular or inside markings. Order from your wholesaler who is featuring this National Hardware Week Special. Your cost only \$11,50.

EAGLE RULE MFG. CORP. NEW YORK 59, N.Y



STIMULATE SALES AND INCREASE PROFITS

with this new, faster way to clean lawns! Homko takes the hard work out of lawn care and has gained enthusiastic acceptance the country over! Constructed of all-steel with heavy canvas basket, 4 rows of nonclog. Bassine fibre, adjustable brushes. Handsomely finished! Write today and learn how you can profit with HOMKO Lawn Equipment!

DEPENDABLE Homko TRULY A

24" width-61/2 bu. capacity

WESTERN TOOL & STAMPING CO.

Davis Power Mower Features New Low Price

G. W. Davis Corp., Richmond, Indiana, is offering its 50-50 power mower to list at \$79.95.



The 18-inch mower features the new Davis Flex-A-Matic clutch, claimed to be the simplest, safest and most foolproof clutch used on any mower; Briggs & Stratton or Clinton 1.1 h.p. engine; Hyatt automotive precision roller bearings; and semi-pneumatic rubber tires.

The Flex-A-Matic clutch, with full safety release, is said to eliminate need for a separate clutch-control lever and is fully automatic. Safety release is manually controlled, while clutch is controlled by throttle lever. No adjusting is required, the manufacturer announced.

For industrial and farm weighing requirements, Sturdy, accurate all steel construction. Platform 7" square. Verall 10½x1½x8" with 8" diameter, easily read dial. Adjustment for scoop or container. Shipping weight 8½ pounds. Capacity 60 pounds by 2 ounces. SEE YOUR JOBBER HANSON SCALE CO.

CO

SALESMAN WANTED

ng on Hardware, Appliance, Seed and Im-nt Dealers, to present new fast-selling elec-lawn mower, Very low list price, about ge discount to dealers, good commissions, plement De trie lawn average dis Sells itself.

Soala Metal Products, Inc. Red Level, Ala.

Salesman wanted, Leather palm work gloves, Sideline, Commission basis, — to Wholesale Trade.

Tampa Glove Co. P. O. Box 7037 Tampa 3, Fla.

FOR SALE

Subject to prior sale, we can offer: Approximately 85% Common Stock of a

WHOLESALE HARDWARE COMPANY

operating in Gulf Coast region of Texas

Gross Sales in excess of \$2,000,-000,00

45 Years successful operation

Excellent trade acceptance

Possibilities unlimited

Ill health reason for selling control of company

Address inquiries to: O. U. Wymer,

S12 Rusk Avenue, Houston 2, Texas.

FASTER. EASIER with America's fastestselling ice cream freezers

525 N. ADA ST., CHICAGO 22, ILLINOIS

MR. DEALER: This feature-packed 2-quart Dolly Madison ELECTRIC ice cream freezer is the star of 1950. Operates with the contents of three ice cube trays! Show it and watch sales soar! Available also in 4-quart and 6-quart sizes. Backed by modern merchandising helps for the dealer. Write for details.

2 QUART

ELECTRIC

HUSKY HAND FREEZER Stock America's favorite hand freezer. Quality throughout, but priced to sell on sight, with a generous dealer profit. 2-, 4- and 6-quart sizes.

If your jobber can't supply, write the factory

ORDER NOW

THE J. E. PORTER CORPORATION

America's Largest Manufacturers of Home Ice Cream Freezers — 82 Years Old 503-2 BROADWAY • OTTAWA, ILLINOIS

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TRIPLE-NEED of HOME DECORATORS

in lively seasonal demand now



DANDY WALL PAPER REMOVER

For adsier, quicker removal of old wall paper

- apply with brush - readily souked off walls.

Mix 1 pint with 3 gallons of water. Supplied

in bottles, pints, quarts or gallons.

CONSUMERS WAX REMOVER

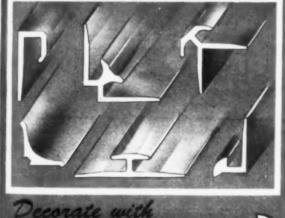
Removes old wax accu-mulations, floor oil, etc., preparatory to rewaxing or rafinishing. May be used on lineleum. Put up used on lineleum.



Consumer Products which are in constant demand by tradesmen, the home repair man, hobbyists, and for general daily utility, manufactured for years by-

ORDER FROM YOUR WHOLESALER.

CONSUMERS GLUE



Aluminum Molding for every purpose

TRITE TODAY FOR COMPLETE CATALOR

SOUTHERN HARDWARE for APRIL, 1950



WHY NOT?

SELL THE TACKS

THE PROFESSIONALS USE

- VIKING CANVAS TACKS drive easier hold better-no waste-every tack a good tack-and, of course, they are sterilized.
- VIKRO FINISH—corrosion and rust resistant—will not hurt the mouth - gives ultimate protection against spotting out or bleeding through wallpaper.
- MODERN ATTRACTIVE PACKAGES—easier to sell and easier to handle.

ASK YOUR DISTRIBUTOR OR SPECIFY

GENEROUS SAMPLES ON REQUEST W. W. CROSS & CO., INC. JAFFREY, N. H.

EASY SELLING RRICAN

Rotary Power Lawnmower

NEW Low Price NEW 1950 Model **NEW Sales Features**

One look at this brand new 1950 HURRICANE practically closes the sale . . . prospects turn into customers as if by magic But it's no wonder—those many, many HURRICANE sales features and that new low price for a big deluxe mower will make HURRICANE your best seller, too!

If you do not have the Hurricane line now, send us the coupon be-low. By return mail, you'll re-ceive all the facts about this new, fast selling 1950 HURRI-CANE . . ACT NOW.

MAIL THIS COUPON TODAY

NATIONAL METAL PRODUCTS COMPANY, INC.
Department 8-3, 2722 Cherry Street
Kansas City 8, Missouri
Gentlemen: Send me, without obligation, all the facts about your
new, low-priced 1950 HURRICANE Rotary Power Lawnmower, 1
want more lawnmower profits!

Company Name

Address

City_

State

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Stanley No. 118 Drill Introduced to Trade.

Stanley Electric Tools, New Britain, Conn., announces the new Stanley Handyman No. 018, one-quarterinch drill, priced to retail at \$19.95.

Small, compact and easy to handle. it is said to be a time-saver for repair jobs in the home, on the farm, or in the hobby shop.

Features include: 14 H.P. Universal motor, 115 volts operating on either

AC or DC, 60 cycles or less; 1100 R.P.M.; aluminum die case housing with durable satin finish and orange trim; Jacobs hex key chuck, which can be tightened by hand and locked with the use of hex key; net weight, three pounds.

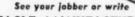




EAGLE Flexo-Spout Filler combines every feature desirable a perfect outboard and inboard filler. A supply valve and air vent work automatically - open when spout is in position to pour, closed when it is returned to holder. 21/2 and 5 gallon capacities.

Eagle's new MP-3 Utility Filler Can with the Eagle Lu-Mar all-purpose pump is being praised by sportsmen and boat builders everywhere as economical, handy and convenient. 3 and 5 gallon capacities.

Fillers can be used for filling stoves and heaters in cottages and trailers. Also for power lawn mowers and other equipment using gasoline motors.



EAGLE MANUFACTURING COMPANY

Dept. SH 45

Wellsburg, West Virginia

Dollar for Dollar Feature for Feature Aluminum LONE STAR Boats

will give you more sales more profits!

For Lone Star leads the field with America's most complete line of aluminum boats.



15 new and improved models including dinghys, flat bottoms, semi-vees, and runabouts to give your customers a model for every purse and purpose.

Backed with full scale national consumer advertising in outdoor magazines.

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BOAT MFG. CO.

Box 997-H2, Grand Prairie, Texas



An Adams Cup for every pumping purpose. From the shallow to the deepest wells. Selected hides, especially tanned and processed to suit each exact requirement. Any size hole at no extra cost. Special attention to odd size cups.

ALSO MANUFACTURING A COMPLETE LINE OF

KAYO, TIP-TOP and ADAMS

Steel hand tools, cold chisels, punches, etc.

Ask your jobber or write

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ADAMS, Inc. 420 So. Lake St.

Fort Worth, Texas



